

CRISTOBAL J. GARCIA

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Web: <http://web.mit.edu/crisgh/www>

Education

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Cambridge, MA
Master of Science in Media and Organization, June 2004, GPA: 5.0/5.0.
Focusing on innovation, buildings and offices assessment, urban ecologies, organizational learning, agile workplaces, communities of practice, social network analysis. knowledge management, leadership, users and design research.

UNIVERSIDAD CATOLICA DE CHILE, Santiago, Chile
Bachelor of Science in Philosophy, December 2001, GPA: 5.0/5.0
Thesis: Art in the Networked Society, Graduated with Distinction

UNIVERSIDAD CATOLICA DE CHILE, Santiago, Chile
Professional Degree of Sociologist, December 1999, GPA:5.0/5.0
Graduated with First Honors

UNIVERSIDAD CATOLICA DE CHILE, Santiago, Chile
Bachelor of Science in Social Sciences, GPA: 5.0/5.0, June 1999
Focused on information technologies, media use, social capital, communication.

Experience

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Cambridge, MA

MIT Games-to-Teach/Microsoft Research, Research Assistant, Sept. 2002-2003
Facilitated communication and coordination between development, test & usability teams
Lead the design of an interactive web-based game for Political Edutainment
Developed Concepts, Databases, User scenarios.

MIT, Research on Spaces, KM, Innovation and Prototype/Product Development in Design
Organizations: MIT Media Lab, Design Continuum, and IDEO. March 2003- Present.

History Unwired (<http://web.mit.edu/frontiers>), Co-Director, May 2003 - Present
Research, Design and Develop of mobile technology content for cultural tourism and citizenship. Research on information/knowledge use, technology and products innovation, digital archiving, local knowledge, historic cities, Venice and Alcalá de Henares as Pilots, research trips to Stockholm, Dublin, Milan, London.

MIT Political Science, Research Affiliate, June 2004 - Present
Research on Political Edutainment and Organizational Models of Action

SOCIOLOGY INSTITUTE, UNIVERSIDAD CATOLICA DE CHILE, Santiago, Chile
Associate Professor and Media Industry Consulting March 2000-2002
Courses: Models for Social and Cultural Analysis, Political Sociology and Sociology of Communication. Consulting in Telecom, Broadcasting, Ad and Web industries.

IT SOCIOLOGY GROUP, PUC

Founder, Publishing and Consulting on e-banking and cell-phone uses,
Research in Internet, Media Convergence and Audiences. Advised Telefonica Operator, Bellsouth, UNDP-Chile, Media Agencies. Developed usability and evaluation systems.
http://www.puc.cl/sociologia/html/fr_investigaciones.html March 2001-2003

Member of the International Advisory Board of the Chilean team <http://www.wipchile.cl>
of the World Internet Project <http://www.worldinternetinstitute.org>, for the applied study of the interaction between knowledge-based practices and communication technologies, including more than 30 countries and universities in America, Europe, Latin America and Asia. September 2002-present

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Skills

Computer: Microsoft Windows and Office Suite, Macromedia Dreamweaver and Flash, Adobe Premiere, Photoshop and InDesign, Ethnograph, FTP, UCINET, SPSS.

Language: Fluent in English and Spanish. Conversational Italian and Portuguese

Selected Publications & Presentations

- (2004) *Spacing Innovation and Learning in Design Organizations*, MIT Thesis
- (2003) *Knowledge Creation and Innovation Practices in Product Design Firms: the case of IDEO*, ICT-Industrial Communities Workshop, Communities and Technologies 2003, Amsterdam.
- (2003) *Internet Use and Impacts in Chile*, presented at World Internet Project Conference, Oxford Internet Institute, Oxford, UK, July 2003.
- (2003) *Political Edutainment on American Media*, MIT3, Cambridge, MA.
- (2002) *The Cell-Phone in the Chilean Society: diagnosis and prospective*, IT Sociology group, Santiago, Chile.
- (2002) *Usability Study of Chilean Online Banking*, IT Group, Santiago Chamber of Commerce.
- (2001) *Technologies, Networks, Subjects: An preliminary proposal for exploring ICT uses in the information society*. The case of Chile. Ford Foundation, ISUC, 2001
- (1998) "Culture, Art and Techno" in *Social Configurations of Art*. LOM, Santiago, Chile, 1998.

Prizes and Awards

- (1999) Universidad Católica de Chile. Faculty of Philosophy Academic Excellence, Best Student of the Year
- (2000) Universidad Católica de Chile. Sociology Institute. Academic Excellence, Best Student of Generation 1994
- (2002) Fulbright Grant 2002-2004
- (2002) President of Republic of Chile Fellowship 2002-2005