

# Pablo E. Paredes

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## EDUCATION

- University of California – Berkeley** **Berkeley, California**  
08/10-Present **PhD Candidate in Electrical Engineering and Computer Science** - GPA 3.83  
Major: Human Computer Interaction  
Minors: Machine Learning and Social Psychology  
Groups: Behavior Measurement and Change, Berkeley Institute of Design & Technology and Infrastructure for Emerging Regions  
Fully funded by UC Berkeley CS Department
- Georgia Institute of Technology** **Atlanta, Georgia**  
08/03 **Master of Science in Electrical and Computer Engineering (MSc)** - GPA 3.62  
Fully funded with Fulbright Scholarship & Graduate Teaching Assistantship
- 05/04 **Master of Business Administration (MBA)** - GPA 3.62  
Fully funded with a merit-based Graduate Research Assistantship
- Universidad Politécnica Salesiana** **Cuenca, Ecuador**  
04/01 **Electronics Engineer** – GPA 3.6 (Rank: 1st. in class)  
Summa Cum Laude and Best Graduation Thesis

## HONORS

- Qualcomm Innovation Fellowship Finalist (*Stress Technology*), 2011
- Best Paper Award (*CalmMeNow*), HCI Fall 2010 class, UC Berkeley, 2010
- Academic Excellence Award, UC Berkeley, 2010
- MS & MBA Minority Outstanding Student Award, Georgia Institute of Technology, 2003/04
- Fulbright Scholarship, 2001

## EXPERIENCE

### Research and Development

- Microsoft Research** **Redmond, WA**  
09/13-Present **Usability Researcher - VIBE Group (HCI)**  
Affective Computing Projects with focus on interventions for stress using machine learning and multi media to improve adoption and engagement.
- 05/13-08/13 **Research Intern - VIBE Group (HCI)**  
Affective Computing Projects with focus on interventions for stress using machine learning and multi media to improve adoption and engagement:
  - *PopTherapy – Coping with Stress through Popular Media*: Repurposing media into interventions and recommending best interventions via ML algorithms.
- Universidad Politécnica Salesiana** **Cuenca, Ecuador**  
08/12-Present **Principal Investigator – mHealth Lab**  
Conceptualizing, designing and developing persuasive technology and sensor tools for addiction recovery support. Use of mobile technology to help reduce the risk of relapse on recovered substance abuse addicts. Currently prototyping three ideas: geo-reference for risk zones, games for emotional regulation and gesture recognition for craving detection.
- Google Inc.** **Mountain View, CA**  
05/12-08/12 **PhD User Experience Research Intern - Cyber security Group**  
Conceptualized, designed and developed new behavior change and persuasive technology tools for long term engagement of security and privacy users. Performed A/B testing on a large population of English speaking users.
- University of California – Berkeley** **Berkeley, California**  
09/11-Present **Behavior Change + Technology coordinator**
  - Created group to generate fundamental and translational multi-disciplinary research at the intersection of behavior science and technology (computer science).

- 20 members (faculty, post-docs, graduate and undergraduate students) representing 6 departments with a focus to write proposals to NSF, NIH and Industrial Partners.
- 09/10-Present *Graduate Student Researcher (PhD Student)*  
Developing state-of-the-art technology for behavior change & mental and physical health:
- *Stress and Emotion Regulation* (<http://bid.berkeley.edu/stressmanagement/>)
    - *CalmMeNow (Best 2010 HCI Class Project) - Ambulatory Stress Interventions:* Stress management via simple mobile interventions (social, gaming and haptics).
    - *MouStress – Stress detection and support in professional settings:* Use of keyboard, mice and smartphone usage/manipulation information to detect stress and generate assistive technologies to improve productivity.
    - *MobiStress – Stress detection using Smartphones:* Detection of stress in the wild with smartphones.
    - *Stress Meaning Mining – Mining Social Media for Stress:* Stress causes and cures mined from social media
  - *Social Gaming and Narratives:*
    - *Deus-Ex – Machinima for Behavior Change:* Improve engagement for Cognitive Behavior Therapy (CBT) through movies based on emotion-rich gaming platforms.
    - *Monsters Game:* Externalization of problems through “monsters” metaphors and the use of “weapons” as metaphors for behavior and identity change.
    - *Addiction Recovery Tools – Use of social and location technologies to support addiction recovery to prevent relapse through proximity to high temptation areas.*
- Universidad Politécnica Salesiana** **Cuenca, Ecuador / Berkeley, USA**
- 12/11-Present *mHealth Principal Investigator*  
Leading the research and curriculum roadmap towards the creation of a new mHealth lab with support from UC-Berkeley. Initial focus will be placed on projects to support addiction recovery.
- Infremotion Project** **Quito, Ecuador / Sao Paulo, Brazil**
- 05/08-05/10 *Principal Investigator, Founder and Sponsor*  
Developed and funded a mobile psychology tool for therapy support for patients suffering from anxiety disorders in coordination with local psychologists. [www.infremotion.com/english/](http://www.infremotion.com/english/)
- Universidad Politécnica Salesiana** **Cuenca, Ecuador**
- 10/99-01/01 *Principal Investigator and Founder*  
Raised funds to kick-off the Applied Digital Signal Processing (DSP) and Artificial Intelligence (AI) lab with 7 students focusing initially on industrial automation and health disabilities projects.
- Teaching**
- University of California - Berkeley** **Berkeley, CA**
- 08/12-Present *Graduate Student Instructor (CS160 – Introduction to Human Computer Interaction)*  
Discussant and guest lecturer on general topics on Human Computer Interaction.
- 01/12-05/12 *Facilitator (Gaming and Narrative Technologies for Health)*  
Developed a new DeCal (student-led) design course on gaming and narrative technologies to improve mental and physical health at an individual and social level.
- 09/11-12/11 *Facilitator (Technologies for Behavior Change)*  
Developed a new DeCal (student-led) design course on new technologies to support mental and physical health problems such as depression, anxiety, weight management, addictions, etc.
- Universidad Politécnica Salesiana** **Cuenca, Ecuador**
- 10/12 *Guest Lecturer (Introduction to Human Computer Interaction)*  
Undergraduate and Graduate courses as part of the kick-off of the mHealth lab in collaboration with UCB.
- 10/99-01/01 *Lecturer (Artificial Neural Networks, DSP, Electronics and Numerical Methods)*  
Lectured introductory and senior-level classes.
- Universidad San Francisco de Quito (USFQ)** **Quito, Ecuador**
- 08/07-05/08 *Lecturer (Artificial Neural Networks)*  
Developed and taught senior course on Artificial Neural Networks and Pattern Recognition.
- Georgia Institute of Technology** **Atlanta, Georgia**
- 08/02-08/03 *Graduate Teaching Assistant (Introduction to Digital Signal Processing)*  
Led a lab section for Prof. James McClellan’s Introduction to DSP class.
- 05/02-08/02 *Graduate Teaching Assistant (CAD for Networks graduate course)*  
Assisted, supervised and graded graduate student reports.

## Corporate

- Intel** **Sao Paulo, Brazil**  
08/08-09/10 *Latin American Market Development Manager (Regional Director Level)*
- Drove Intel's vision on 4G wireless broadband in Latin America, with special focus on Brazil, stimulating the creation of a market with aggregated investments close to \$1 Billion dollars.
  - Developed a complex technical, operative and commercial ecosystem to influence OEMs, CPE makers, regulatory agencies, media, service providers and engineers from different cultures and different commercial activities and different technical perspectives.
  - Successful WiMAX projects implemented in Argentina, Peru, Panama, Mexico and Brazil.
- Telefónica** **Quito, Ecuador**  
10/06-08/08 *Data Solutions Division Head*
- Led Product Management team responsible for a \$15M (300% YoY growth) budget.
  - Created the Data Solutions Division with \$3M CAPEX for IP-MPLS network build-out and \$3M OPEX for new human talent and commercial Agreements.
  - Restructured Operations, Post-Sales and Commercial areas, and created Pre-sales group.
  - Developed and managed complete ecosystem: last mile providers, OEMs, ODMs, SW and HW integrators, wholesale internet providers, regulatory agencies and local governments.
  - *Portfolio*: Mobile and Wholesale Internet, VPN (IP MPLS), IT and Outsourcing Enterprise Services, Machine to Machine (M2M), Sales Force Automation Solutions, Security Services.
- 02/06-10/06 *Internet and Data Product/Project Manager*
- Proposed and got approval for major redefinition for Data Product Portfolio.
  - *Portfolio*: Wireless Internet, M2M and fixed-mobile convergence data solutions.
- Avaya Inc. (Lucent Spin-off)** **Basking Ridge, NJ & Miami, FL**  
04/05-12/05 *Latin American Services Offer Manager*
- Defined the organizational & strategic roadmap for the Latin American Services Offer Management Organization & Portfolio (IP Telephony, Outsourcing and Managed Services).
  - Led a group of 10 Service Offer Managers who developed and managed new services for small, medium and large businesses, both through direct and indirect channels.
- 05/04-03/05 *Leadership Rotational Manager*
- Defined a Global Converged Networks Support model & Global Outage Notification Process.
  - Led the Six-Sigma initiative for IT Infrastructure with expected \$3M savings.
- Georgia Institute of Technology** **Atlanta, Georgia**  
08/03-05/04 *Internal Consultant (Graduate Student Assistantship)*
- Defined the IT Governance program for the Office of Information Technology.
  - Defined user's satisfaction improvement strategy for Buzzport, Georgia Tech's web portal.
- Gesellschaft für Technische Zusammenarbeit (GTZ)** **Cuenca, Ecuador**  
10/95-01/98 *Technical Editor and Translator (English to Spanish)*  
Translated and edited Electronics Engineering books from the GTZ electronics collection.
- ## Entrepreneurship
- DoWiiDo** **USA**  
02/14-Present *Founder*  
Solve the question: "What do we do now?" at any moment in time.
- Latin American Mobile Apps** **USA / Ecuador**  
05/12-Present *Founder*  
Engaging investors from US and Ecuador to create a mobile apps lab in Latin America, with focus on idiosyncratic themes such as wellness, inner-circle (family, elders), and entertainment.
- UBIQ** **Lima, Peru**  
10/09-05/10 *Initial co-founder / Advisor*  
Developed idea and business plan. Raised seed capital and led initial setup activities for Automated Vehicle Location (AVL) services.
- Consulmatrix** **Cuenca, Ecuador**  
01/00-Present *Funding partner and Associate Consultant*  
Support telecom and web technologies projects in areas such as IPTV, Broadband value added services, e-commerce, collaborative international product development, mobile applications.

- CPtronics** **Cuenca, Ecuador**  
 10/97-10/00 *Co-founder & Chief Executive Officer*
- Sold personal patrimony to bootstrap company. Developed business plan, launched operations, grew investor capital, managed operations and developed new markets.
  - 10x growth (2 to 20 full time and contracted employees) in 3 years amidst one of the worst economic recessions in Ecuador.

- Arkana Musical Band** **Cuenca, Ecuador**  
 10/94-10/97 *Composer, Keyboard and Bass player*
- Recorded "Rock Nativo" CD with other three leading local Latin rock bands.
  - Composer of several songs that were well positioned in local pop/rock radio charts

## SKILLS

- *Programming Languages: Python, Matlab, Java, Javascript, HTML.*
- *OS: Android (ADK, IOIO), Mac, Linux, Windows*
- *Prototyping: HiFi: Processing, HTML, IOIO-PIC, Arduino; LoFi: Paper, Junk, Video (iMovie, Photoshop, Sams, FinalCut Express), Digital Storytelling (Final Cut), Wizard of Oz, Wireframing (Keynote, Balsamiq).*
- *Cloud & Crowdsourcing: EC2, Amazon Mechanical Turk.*
- *Statistics: R, Matlab.*
- *Wireless business models: 4G (WiMAX/LTE), 3G (EVDO, GPRS, HSDPA), M2M.*
- *Process & Project Management: Visio, MS Project, Nimbus, MS Sharepoint, Yugma.*
- *Managerial Skills: Strategic Product Marketing, Distributed Project/Product Management, Market/Business Development, Business Communications, Negotiation and Sales Lifecycle.*

## PUBLICATIONS

- Paredes, P., Gilad-Bachrach, R., Czerwinski, M., Roseway, A., Rowan, K. – PopTherapy: Coping with Stress through Pop Culture. 8<sup>th</sup> International Conference on Pervasive Computing for Healthcare, Oldenburgh, Germany, 2014 (26% acceptance)
- Hernandez, J., Paredes, P., Roseway, A., Czerwinski, M. – Under Pressure: Sensing Stress of Computer Users. ACM Conference on Human Factors in Computing Systems (CHI 2014), Toronto, 2014 (23% acceptance)
- Sun, D., Paredes, P., Canny, J., MouStress – Detecting Stress with Mouse Motions. ACM Conference on Human Factors in Computing Systems (CHI 2014), Toronto, 2014. (23% acceptance)
- Paredes, P., Schueller, S., Deus-Ex, Machinima for Behavior Change., Accepted poster for the Association for Behavioral and Cognitive Therapies, National Harbor, MD, 2012
- Paredes, P., Schueller, S., Canny, J., Let's get Movie-ing – Machinima for Behavior Change. Workshop on Interactive Systems in Healthcare, Washington D.C., USA, Oct. 2011. Poster.
- Paredes, P., Chan, M., CalmMeNow - An Exploratory Study and Design of Stress Mitigating Mobile Interventions. In Extended Abstracts of CHI 2011: ACM Conference on Human Factors in Computing Systems. Vancouver, Canada, May 2011. Poster.
- Paredes, P. "Enabling New Business Models on Convergent Networks", several business conferences around Ecuador, Telefónica, Quito – Ecuador, 2007. White Paper.
- Paredes, P. & Kavadias, S. "IASEB: Evaluating New IT Services", The Business School at Georgia Tech, Atlanta – Georgia, USA, 2005. New Product Development, Case Study.
- Paredes, P. "Reconocimiento Invariante de Patrones Ópticos a través de Redes Neuronales de Caracteres Escritos", Universidad Politécnica Salesiana, Cuenca, Ecuador, 2000. Thesis.

## CERTIFICATIONS / COURSES

- 2011 Digital Storytelling Workshop, Center for Digital Storytelling, Berkeley, CA  
 Practical Electronics, UCB, San Francisco, CA  
 Positive Psychology, UCB Extension, Berkeley, CA
- 2005 Six Sigma Champion, Avaya Inc., Miami, FL
- 2004 Entrepreneurship, E-commerce and Management of Technology, Georgia Tech, Atlanta, GA

## CONFERENCES / TALKS

- 2014
- Pervasive Health Technologies Conference, Oldenburgh, Germany – Talk: "PopTherapy: Coping with Stress through PopCulture" – AUTHOR/SPEAKER

- CS HCI Admits Visit Day, UC Berkeley – Berkeley, CA – Talk: “Stress Management Research” – SPEAKER
- Behavior Measurement and Change Seminar, UC Berkeley – Berkeley, CA – Talk: “Stress Management and Human Potential Technology for the Masses” – SPEAKER
- IDEO – Berkeley research exchange – San Francisco, CA – Talk: “Stress Management and Human Potential Technology for the Masses” – SPEAKER
- Internet World Health Research Center & Latino Mental Health Research Program – San Francisco, CA – Talk: Stress Management and Human Potential Technology for the Masses” – SPEAKER
- ACM – Computer Human Interaction (CHI), Vancouver, Canada - AUTHOR/REVIEWER

2013

- Center for Behavioral Interventions Technology, Northwestern University – Chicago, IL – Talk: “Stress Management and Human Potential Technology” – SPEAKER
- Berkeley Institute of Design Seminar, UC Berkeley – Berkeley, CA – Talk: “Stress Management and Human Potential Technology” – SPEAKER
- Microsoft Research Intern Series – Redmond, WA – Talk: “Mobile Stress Management Recommendation System” – SPEAKER
- Mindcare Workshop, Pervasive Health 2014 – Vennice, Italy – Talk: “Sensor-less Sensing for Affective Computing and Stress Management Technology” – AUTHOR/SPEAKER
- Gamification Workshop, CHI 2013 – Paris, France – Talk: “Design Principles for the Conceptualization of Games for Health Behavior Change” – AUTHOR/SPEAKER
- ACM – Computer Human Interaction (CHI), Vancouver, Canada – AUTHOR/SPEAKER

2012

- Latin American Addictions Congress – Cuenca, Ecuador – Talk: “Technology for mental health and addictions” – SPEAKER
- Microsoft Research, Redmond, WA. – Talk: “Calming Tech – Stress Management Technology” – SPEAKER
- ACM – Computer Human Interaction (CHI), Vancouver, Canada - SPEAKER/REVIEWER

2011

- Global Technology Leaders Conference, Mountain View, CA, USA, SPEAKER
- ACM – Computer Human Interaction (CHI), Vancouver, Canada - SPEAKER/REVIEWER
- Workshop on Interactive Health Systems (WISH), Washington D.C. – SPEAKER

## AFFILIATIONS

IEEE, ACM, Association for Behavioral and Cognitive Therapies (ABCT), International Positive Psychology Association (IPPA), National Society for Hispanic MBAs (NSHMBA), Colegio de Ingenieros Eléctricos y Electrónicos del Azuay-Ecuador (CIEELA), Asociación Ecuatoriana de Proveedores de Internet (AEPROVI).

## ACTIVITIES

- Bass Guitar, Keyboards and Latin Percussion player at the UC Berkeley EECS rock band “Positive Eigenvalues”. Performances at: TEDx Euclid Avenue, October 2011, EECS UCB Visit Day ‘11 ‘12, Ashkenaz Bar, November 2010.
- Semi-professional musician. Studied theory, practice, harmony, composition and folklore at Cuenca’s Conservatory for 8 years. Played bass in several theatrical professional plays
- IEEE Mentor for the Escuela Politécnica Nacional IEEE COMSOC student chapter, 2008
- Mentoring of displaced and low-income adolescents in Sao Paulo-Brazil, Cuenca-Ecuador and Atlanta-GA through corporate volunteer and youth mentoring schools and groups.
- Studied and worked for about 1 year in 8 big and small cities of the Americas (US: Berkeley, Basking Ridge, Miami, Atlanta, Ocean Springs, Brazil: Sao Paulo, Ecuador: Quito, Cuenca)
- Learning Italian and Storytelling.

## LANGUAGES

Fluent in Spanish, Portuguese and English.  
Currently learning Italian