Curriculum Vitae Jakob Marti, Ph.D.

User researcher, usability consultant, www.jmq.ch

I'm a user researcher with a unique combination of research, usability and linguistics.

I'm enthusiastic about making people's lives a little bit better with the help of technology – working hard to get it just right for the users.

Academic background

2006 – now	Occasional guest lecturer at the University of Basel (Department of Psychology)
2002 – 2005	Ph.D. in Linguistics, University of Bern (Switzerland)
	Thesis Title: Comprehensibility and Usability of Texts in the World Wide Web
1993 – 2001	M.A. in General Linguistics, Spanish and Arabic, University of Bern (Switzerland)
1996 – 1997	Student exchange year, University of Granada (Spain)
1987 - 1993	Matura with focus on Latin and ancient Greek, Biel (Switzerland)

Professional experience

2014.08 – present	Google, Zürich
	Senior User Experience Researcher, Google Shopping
2006.01 – 2014.07	UBS AG, Zürich
	Lead usability consultant (user experience team, IT department)
	• Conducted user research with over 300 users at the workplace of users in both French and German-speaking Switzerland and in the usability lab
	• Lead 20+ UBS internal whole-day trainings about user-centered design
	• Created 10+ major digital interactive prototypes of web applications and countless small visualizations of design questions
2004.03 – now	www.germanistik.ch, Bern (non-profit association)
	Co-founder, responsible for the website. We provide high-quality reviewed scientific articles for free
	• Designed and programmed HTML and CSS (accessible and usability tested)
	• Designed and programmed the MySQL database and PHP scripts
2002.03 – 2004.05	ergonomie & technologie GmbH, Zürich
	Junior Usability Consultant: Testing websites, hard- and software in a professional usability lab.

Technical skills

User Research	Tried-and-tested user researcher and usability tester with over 350 user interviews and observations in 3 languages.
Consulting	I put great efforts in clear and strong presentations. I value simple and understandable messages.
HTML and CSS	Developed several web sites, writing the source code by hand HTML, CSS, PHP, MySQL, Apache ModRewrite
User Interface Design	Working mostly with Axure Rapid Prototyping Pro and Microsoft Visio. Enhancing the Axure Prototypes with JavaScript where necessary
Teaching	Regularly teaching the course 'Certified professional for requirements engineering – advanced level elicitation and consolidation' (2 days) and the course 'user-centered design' (2 days) in UBS

Publications and public appearance

Regularly	Guest lecturer on „Text and human-computer-interfaces" University of Basel, Department of Psychology
2010	Poster on „Strategic objectives when budgets are tight. Successfully sell user experience topics in hard times" (Co-author) UPA Conference being held in Munich, Germany, 24 - 28 May, 2010
2010	Guest lecturer on „Rapid prototyping in the enterprise" (Co-presenter) University of Basel, Department of Psychology
2005	Marti, J. (2005) „Comprehensibility and Usability of Texts in the World Wide Web", University of Bern. (Ph.D. thesis)
2003	Marti, J., & Müller, C. H. (2003). *Cross-Cultural Communication and Comprehensibility on Websites*. Paper presented at the International Workshop on Internationalisation of Products and Systems held in Berlin, Germany, 17 - 19 July, 2003

Private interests

Languages	I'm fluent in English, French, Spanish and German (mother tongue). I can communicate in Arabic and I'm able to read Arabic newspapers with a dictionary.
Games	I love board games – especially the Asian game of Go.
Music	I sing in a choir.

Personal

41 years old	Born on 2 February 1973, married
Father of a son	Jan, born on 16 March 2007