

## Jesús Bustamante



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### Summary of Skills ::

- In-depth knowledge of Internet and World Wide Web industries and technology.
- Solid entrepreneurial skills and experience.
- Cross-discipline knowledge of information architecture, design, technology and business.
- Practical and theoretical foundation in information and document management.
- Proven ability to lead and manage teams effectively in mission-critical environments.
- Excellent communication skills, both written and verbal.
- Exceptional conceptual, analytical, critical, and creative abilities.
- Bilingual level in Spanish and English, solid knowledge of French, good knowledge of Greek and German, reading also in Italian and Portuguese.

### Areas of Expertise ::

- Information architecture, organization of content, and navigation.
- Needs assessment and specification documentation.
- Interface design, interaction design, customer experience.
- Library automation.
- Thesauri, metadata and authority control.
- Paper Prototyping.
- HTML and web site design and development.
- Database-driven web sites.
- Data modeling and database design.
- Application development concepts and methodologies.
- Training, education and mentoring.
- Public procurement and RFP preparation.

## Professional Experience

### 2004 – present ::



European Centre for the Development  
of Vocational Training.  
Thessaloniki (Greece)

### Systems librarian / project manager area Communications, Information and Dissemination

Responsible for the configuration, management and functionality enhancements of the ALEPH Integrated Library System. Lead for all CID area databases and web development projects. In particular, redesigned web interaction of the VET-Bib database and the European Training Thesaurus (ETT). Setup authority control in ALEPH, implemented a solution to manage the multilingual European Training Thesaurus (ETT) and to enable its interoperability with other thesauri. Provided technical support to and contributed to agency-wide projects such as the Cedefop web portal project or the Contacts Database (CRM).

### 2003 – present ::



HeyZeus, Inc.  
Chicago (USA)

### Founder / President / Senior Information Architect

Founded HeyZeus to concentrate on the user experience design and the information architecture of projects. Worked hand in hand with clients such as Orbitz, CORE Evanston Northwestern Health, Jenner & Block, and Insurance Auto Auctions in the design of effective and usable web solutions. As of November 2004 HeyZeus is no longer incorporated and all contributions to projects have been on a not-for-profit basis.

### 2001 – 2003 ::



Camino Project, Inc.  
Chicago (USA)

### Founder / President / Senior Information Architect

Gathered an expert team of talented professionals to design user-centered and efficient web solutions. Worked with customers as an integral part of their teams through the full cycle of their web projects. Designed user-centered web applications for clients such as Coca-Cola Enterprises Inc., United Airlines, NASA, Jenner & Block, License Technologies Group, Packaging Corporation of America, and Mark Shale.

1999 – 2001 ::



Web Design Group, Inc.  
Chicago (USA)

VP / Director Information Architecture

Implemented a company-wide web design and development process that greatly contributed to the emergence of WDG as one of Chicago's leading web development companies. Recruited, trained, mentored and provided leadership to a well-rounded team of highly qualified, dedicated information architects. Played an essential role in the growth of the WDG from a 15-person company with revenues of \$980,000 in 1998 to a full-service 55-person web development and interactive marketing company with revenues over \$3 million.

1996 – 1999 ::



Web Design Group, Inc.  
Chicago (USA)

Senior Information Architect

Created own abstract prototyping and flowcharting notation. Developed e-commerce architectures and strategies for business-to-business and business-to-consumer applications for clients such as H2O+, Learning Insights, Bioelements, and Mark Shale. Responsibilities included analyzing the information needs of Web Design Group clients, writing proposals, designing web solutions, and managing web development projects to successful implementation. Created and led one of the first departments of Information Architecture in the US. Elevated to partner in September 1997.

1996 – 1998 ::



European Information Services  
Chicago (USA)

Founder / Electronic Information Specialist

Home-based information brokering venture. European Information Services (EIS) specialized in European public procurement information and European Union Research and Technological Development (RTD) information. EIS global services included information retrieval, translation, as well as assistance and training in matters such as on-line database searching, navigating the Internet, Internet marketing, web site design, and HTML markup.

1995 – 1996 ::



Zenith Data Systems  
Chicago (USA)

Internet / WWW Specialist

Managed the design, development and maintenance of ZDS web servers. Developed the Z-Connect Cyber Journal to offer service, support, public relations, and marketing opportunities to ZDS through the Internet. Responsible for the design of user-friendly hypertext document structures to ease information browsing and retrieval on the server. Worked with various ZDS organizations to ensure current and accurate information. Interactive Age Magazine included Z-Connect in its Top 10 Best of the Net Computer Makers (*June 19, 1995*). POINT Communications' Survey listed Z-Connect in the "Top 5% of all Web Sites".

1992 – 1995 ::



European Commission  
Host Organization  
Luxembourg

Expert Responsible for Spain

Project manager of the first European Commission WWW server I'M-Europe. Responsibilities included design, coordination of the implementation process, and daily maintenance duties as webmaster. Responsible for all activities promoting the use of electronic information services in Spain. DBMA of on-line databases such as EURODICAUTOM. Gave presentations and training seminars on the ECHO databases, the CCL retrieval language, and Internet. Helpdesk via telephone and electronic mail for ECHO users worldwide.

Mar. 92 - Sept. 92 ::



Saint Louis University  
Madrid Campus Library  
Madrid, Spain

Assistant Automation Librarian

Carried out a feasibility study for the automation of this university library. The feasibility study included a report on the status of library automation in Spain, at the time. Reorganized the periodicals check-in procedures.

## Education

December 1991 :: Master of Arts in Library and Information Science (MLIS)

University of Wisconsin Madison, USA  
ALA - Accredited

June 1988 :: Licenciado in Philosophy

Universidad Complutense de Madrid, Spain  
5-year degree

## Honors and Awards

1998 - present :: Member of the Advisory Board of the monthly publication "El Profesional de la Información" (<http://www.elprofesionaldelainformacion.com/equipo.html>)

2007 - present :: Collaborator with the Editorial Board of the professional magazine "ITEM" (<http://www.cobdc.org/publica/item/presentacio.html>)

1994 :: Member of the panel of judges for the Best Spanish Electronic Information Product Award (DOCUMAT 1994, Gijón, Spain)

1990 :: Awarded scholarship from the Charlotte Friedman Scholarship Fund for academic excellence (1990, School of Library and Information Studies, UW-Madison, USA)

## Personal

Hobbies :: I enjoy playing soccer, running, photography, reading, writing, and playing the guitar.

## References

available upon request

Credentials :: Credentials file (including reference letters) available from:

Barbara J. Arnold  
Admissions & Placement Advisor  
University of Wisconsin-Madison  
School of Library and Information Studies (SLIS)  
600 N. Park St., Room 4217  
Madison, WI 53706  
Phone: (608) 263-2909; FAX: (608) 263-4849  
Email: [bjarnold@wisc.edu](mailto:bjarnold@wisc.edu)

On-line portfolio :: <http://www.heyzeus.com/portfolio.html>