

Stefan Pauwels
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Curriculum Vitae



Family name: Pauwels
Given names: Stefan Lorenz
Title: M.Sc.
Date of birth: July 11, 1980
Place of birth: Solothurn, Switzerland
Nationality: Switzerland

Berufserfahrung

Stimmt AG

12/2009 - today

Role: Freelancer

Interaction design and business engineering for ZKB. Projects:

- UCD ZKBconnect
- Siebel 8 Upgrade

Research group Human-Computer Interaction

Faculty of Psychology, University of Basel

11/2006 - 11/2009

Role: Doctoral student

- Research into integration of interaction design patterns and pattern languages as generative tools into a corporate requirements analysis and UI design process
- Interaction design and business engineering for ZKB. Projects:
 - UCD ZKBconnect
 - Siebel 8 Upgrade

Zürcher Kantonalbank (ZKB)

11/2006 - today

Role: Interaction designer and business engineer

Expert for User-centered design and interaction design patterns. Project:

- UCD ZKBconnect. A Complete redesign of the CRM and advisor workbench application of the Zürcher Kantonalbank. A cooperation of Zürcher Kantonalbank, Stimmt AG and the University of Basel.
 - User and task analysis
 - Interaction design
 - Prototyping
 - Usability testing
 - Development and deployment of design patterns, prototyping tools and templates
- Siebel 8 Upgrade
 - Specification
 - Realization of the design patterns from project UCD ZKBconnect
 - Usability Testing

Union Bank of Switzerland (UBS)

2006

Internship (4 months)

Unit: User Experience & Workbench Security

- Concept and publication of a structured interaction design pattern catalogue
- Usability testing
- Review of unit-specific technical documents

LearnTechNet

University of Basel

2004-2006

Project: Physica pro medicis - Interactive course on the physics of the human body

- Assistance in developing concepts for interactive courses
- Programming (mainly HTML, Flash and ActionScript)

Research group Human-Computer Interaction

Faculty of Psychology, University of Basel

2004-2006

Role: Research assistant

- Preparing and assistance in conducting experiments
- Usability testing
- Development of webpages for experimental and prototyping purposes (mainly HTML, CSS, PHP and JavaScript)

Faculty of Psychology

University of Basel

2002-2003

Role: Tutor in statistics

AI Lab

Department of Informatics, University of Zurich

2003

Internship (4 months)

Project: Emergence of Cooperation in Artificial Social Systems

- Developing neuronal networks using evolutionary algorithms (with JavaSANE)

Education

Doctorate in Psychology

11/2006 - today

Research group: Human-Computer Interaction, Faculty of Psychology, University of Basel

Master of Science in Psychology

2004-2006

Major in Cognitive and Brain Science

Research group: Human-Computer Interaction, Faculty of Psychology, University of Basel

Overall grade: 6.0 (summa cum laude)

Bachelor of Science in Psychology

2001-2004

Faculty of Psychology, University of Basel
Overall grade: 5.0 (cum laude)

Matura, Typus B

1992-2000

Gymnasium, Kantonsschule Solothurn, SO
Average grade: 5.23

Publications

Manuscripts submitted to peer-reviewed journals

Pauwels, S. L., Hübscher, C., Bargas-Avila, J. A., & Opwis, K. (2010). Building an interaction design pattern language: A case study. *Computers in Human Behavior* 26(3), 452-463.

Pauwels, S. L., Hübscher, C., Leuthold, S., Bargas-Avila, J. A., & Opwis, K. (2009). Error prevention in online forms: Use color instead of asterisks to mark required fields. *Interacting with Computers* 21(4), 257-262.

Roth, S. P., Schmutz, P., Pauwels, S. L., Bargas-Avila, J. A., & Opwis, K. (2009). Mental Models for Web Objects: Where do users expect the most frequent objects in Online Shops, News Portals, and Company Web Pages? *Interacting with Computers* (in press).

Hübscher, C. Pauwels, S. L., Roth, S. P., & Opwis, K. (2010). *The Organization of Interaction Design Pattern Languages alongside of the Design Process*. (submitted)

Talks & Presentations

Pauwels, S. L., & Hübscher, C. (2009). *Interaction Design Patterns*. Talk, February Event, SI Software Ergonomics, Zurich, Switzerland.

Roth, S. P., Pauwels, S. L., Bargas-Avila, J. A., & Opwis, K. (2008). *Detecting mental models for the location of common webpage elements*. Poster Presentation, 9. Fachtagung der Gesellschaft für Kognitionswissenschaft (KogWis 2008), Dresden, Germany.

Theses

Pauwels, S. L. (2006). *Getting to know the online booker. A study of online travel purchase behavior*. Unpublished master's thesis.

Pauwels, S. L. (2004). *Embodied Cognitive Science. Eine Alternative zur Kognitionspsychologie der Informationsverarbeitung*. Unpublished bachelor's thesis.

Software

Pauwels, S. L. (2008). *pQuest*. Available at <http://code.google.com/p/pquest/>

Skills

Programming

HTML, PHP, CSS, JavaScript	Expert
JAVA, ActionScript	Expert
SQL, AppleScript, Regex, Unix shell	Good
Objective-C, Cocoa, C	Moderate

Productivity Applications

Morae, Tobii Studio, SPSS	Expert
Common Office Suites, MS Visio	Expert
Adobe Flash	Expert
Adobe Photoshop	Good

Languages

German	Native
English (spoken and written)	Fluent
French (spoken and written)	Basic

References

Dr. Javier Bargas-Avila, Scientist

Head of the Human-Computer Interaction research group, Faculty of Psychology, University of Basel

Email: javier.bargas@unibas.ch
Phone (Work): +41 61 267 35 22

Dipl. Phys. Stefan Leuthold, CEO

Stimmt AG, Zurich

Email: stefan.leuthold@stimmt.ch
Phone (Work): +41 44 562 10 16

Lic. phil. Christian Hübscher, User-centered design Expert

Zürcher Kantonalbank (ZKB)

Email: christian.huebscher@zkb.ch
Phone (Work): +41 44 292 21 27

Prof. Dr. Klaus Opwis, Head of department

Department of Cognitive Psychology and Methodology, Faculty of Psychology, University of Basel

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