

# EXP LECTURE SERIES 2005-2006

experience - explore - express - experiment  
a series that explores intersections of arts & humanities with science & engineering

CENTER FOR RESEARCH IN ENGINEERING, MEDIA AND PERFORMANCE **REMAP**  
EXPERIENTIAL TECHNOLOGIES CENTER **ETC** • UCLA

## 2005 - 2006 LECTURES

**John Tolva**  
Nov 17, 2005

**Jeffrey Shaw**  
Dec 12, 2005

**Vanda Vitali**  
Feb 16, 2006

**Tony Salvador**  
April 25, 2006

**John Unsworth**  
May 18, 2006

**Dr. Roberto Peccei**  
UCLA Vice Chancellor  
for Research  
Series Convener

More info at  
[remap.ucla.edu/exp/](http://remap.ucla.edu/exp/)



## TONY SALVADOR

Intel

**April 25th, 2006 • 7:00 p.m.**  
**Boelter Hall Room 3400**

Reception starts at 6:30 pm

Tony Salvador received his Bachelor of Arts degree in Experimental Psychology from Franklin & Marshall College in Lancaster, Pennsylvania. He went on to earn a Ph.D. in Human Factors and Experimental Psychology at Tufts University in Boston. Salvador was born in Newton, New Jersey.

Salvador works in the area of "applications research" where his job is to invent new products, services, and businesses using the lives of ordinary individuals as inspiration. He seeks insight into their perspective using methods and techniques from social sciences such as anthropology, sociology, communications, and psychology. He also consults with colleagues from marketing, who look at the world with a view toward markets and business, and his colleagues from engineering who consider a more technical perspective.

Salvador joined Intel in 1993 as a Human Factors Design Engineer on the Intel® ProShare® conferencing product.

**Refreshments will be served**

**All lectures free and open to the public**

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