

Gabriel Martins Rosa

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Education

University of Porto | Faculty of Engineering

Sep 2024 – Jul 2026 (Expected)

Master's in Service Engineering and Management

University of Aveiro | Department of Communication and Art

Sep 2021 – Jul 2024

Bachelor's in Multimedia and Communication Technologies

- Student Association of the University of Aveiro: Course Pedagogy Department officer, supporting student initiatives and educational projects.

Experience

Research Assistant

Dec 2024 – Present

INESC TEC – Porto, Portugal

- Benchmarking and development of an accelerator program, focusing on innovation and scalability in Health Tech solutions.
- Requirements gathering and designing the UI for a Responsible Innovation Assessment Tool.

BPO Consultant, Digital Printing

Sep 2019 – Mar 2021

Konica Minolta Business Solutions Portugal – Lisbon, Portugal

- Managed wide-format digital print projects, ensuring brand consistency and accuracy.
- Conducted proof checks and maintained archival practices for project documentation.
- Provided strategic insights to improve workflow efficiency and reduce costs.

Graphic Designer

Dec 2018 – Sep 2019

Staples – Lisbon, Portugal

- Created deliverables for client review (brochures, catalogues, flyers, signboards) and developed web and mobile assets (banners, mailshots) for internal communications.
- Communicated with colleagues across 30 stores regarding client specifications (sold product, service expectations, and deadline management).

Artworker, Digital Print Production Manager

Sep 2016 – Dec 2018

Duplix – Lisbon, Portugal

- Managed production for five branches, improving expedition times and cost efficiency.
- Evaluated job orders to predict material and printing costs.
- Developed training materials to enhance team efficiency and reduce response times.

Electrical Engineering Intern

Apr 2015 – Jun 2015

Puchert & Streitberger Elektroservice – Saalfeld/Saale, Germany

- Supported engineers and technicians in preventive maintenance of electronic equipment, collaborating on construction sites and in offices.

Projects

Sara: Web Platform to Support Audiovisual Equipment Services ↗

[Github](#)

- Designed and developed a web platform to streamline the process of audiovisual equipment requests at the University of Aveiro.
- Applied Design Thinking principles to gather user requirements and create a high-fidelity prototype.

Website Leonor Violeta ↗

[Github](#)

- Designed and developed a single-page website for an illustrator, combining ReactPress (WordPress for back-end and React.js for front-end).
- Ensured cross-browser compatibility and mobile responsiveness, optimizing page performance.

Conference Presentation/Abstract Publication

- **Rosa, G.**, Brandão, A., Flores, L., Pedro, L., Santos, C., & Zagalo, N. (2024). Cataloguing Tools with Digital Technologies. Research summit 2024 - Book of abstracts, 575. Poster presented at students@Digimedia#03, Aveiro.
<https://doi.org/10.48528/5rnm-k519>

Skills

- **User Research & Cognitive Analysis:** A/B testing, brainstorming sessions, surveys, usability testing, eye-tracking analysis, cognitive processes
- **Data Analysis & Visualization:** Excel, PowerBI, SPSS, Tobii Pro Lab
- **UX Design & Prototyping:** Wireframing, User Testing, WCAG standards
- **Coding & Development:** SQL, HTML, CSS, JavaScript, React.js, Git, GitHub
- **Software and Tools:** Figma, Illustrator, InDesign, JIRA, Photoshop, Premiere Pro, TeamGantt,
- **Certification:** Foundations of User Experience (UX) Design – Google
- **Languages:** Portuguese (native), English (EF Set C2 Certificate), German (limited), Spanish (limited)

Activities

- **DailyArt:** Volunteer proofreader for Portuguese translations of English texts, supporting the mission of making art and culture accessible.
- **Alfa Romeo Clube de Portugal:** Editing promotional videos for social media platforms, developing and maintaining the organization's media library, ensuring easy resource access.