

UX Researcher

RESEARCH	Interviews, Card Sorting, Qual Analysis, Concept Testing, Experimental Design, Observations. R, Morae, Tobii Eye-Tracking, Tableau, FaceReader, Silverback.
DESIGN	Visual Design, UX/UCD Design. Sketch, FramerJS, Axure. Adobe Xd (Advisory Board member), Illustrator, Photoshop, Sketch3D.
CODE	HTML, CSS, JavaScript, Rails, Python, PHP, Atom, Git.

Work Experience

2016	★ User Experience Researcher Intern, Facebook Advertiser-facing experiences research. Design and Execution of Studies; Qualitative Data Analysis; Product Recommendations articulation.
2014 - 2015	Laboratory for Usability Testing and Evaluation Manager, University of Washington Management of a Usability Testing Lab. Trained students on usability testing equipment and software (Morae, Tobii, FaceReader, Silverback).
2014	Product Designer, Resultados Digitais - Brazil Design for SaaS Marketing tools. UI/UX Design; Front-End Engineering; Information Architecture; Content Strategy; User research.
2010 - 2013	Lead Product Designer, MobilEasy - Brazil Web and Mobile Design for different industries - Education; Exercising; Well-being, Real Estate. UI/UX Design; Front-End Engineering.
2008 - 2011	Lead Product Designer - GSI Online/GrupoA/Blackboard - Brazil Design of Learning Objects and web experiences for corporate clients. Led design projects (prototyping, interaction design, illustration and animation); interns training.

Education

2014 - present	★ Ph.D., Human Centered Design & Engineering, University of Washington Advisors: Gary Hsieh and Sean Munson.
2012 - 2014	Master of Design, Federal University of Santa Catarina - Brazil Advisor: Alice Cybis,
2004 - 2008	Bachelor of Industrial Design, Minor in Graphic Design, Federal University of Santa Maria - Brazil

Research Interests

The 'Research-Practice Gap'

I explore ways to spur collaboration between HCI academic researchers and industry designers.
How can HCI academia better support the way design practitioners find information and work?
What can academia learn from industry through cross-community engagement activities?

There is also the opportunity to learn from what designers do in practice, and leverage aspects of their process in academia's efforts to connect with industry.

Lately, several websites with design inspiration and new design tools were released, affecting how designers work, but how exactly?

In this ever-changing field, how do designer's processes adapt and change?

What information resources and tools will be in the designer's toolkit in the future?

Academic Research

- 2015 - present **Research Assistant, Prosocial Computing Laboratory, University of Washington**
Mixed-methods studies on the Research-Practice Gap.
Advisors: Gary Hsieh and Sean Munson.
- 2014 - 2015 **Research Assistant, Prosocial Computing Laboratory, University of Washington**
Experimental evaluation of Social Comparison feedbacks to motivate gamers performance.
Advisors: Gary Hsieh and Sean Munson.
- 2015 **Fieldwork, Research Methods II, University of Washington**
Ethnography of a sharing-economy organization.
Advisor: Charlotte Lee.
- 2012 - 2013 **Research Assistant, HiperLab, Federal University of Santa Catarina - Brazil**
Development and testing of a method to generate concepts for User Interface Design.
Advisor: Alice Cybis.
- 2011 **Research Assistant, Content Design Center, Federal University of Santa Maria - Brazil**
Quantitative study of Design students' practices and needs around mobile devices.
Advisors: Volnei Matté and Marcos Brod Jr.

Teaching Experience

- 2017 **HCDE 308 Visual Communication, University of Washington**
Lecturer: Daniela Rosner. 40 students.
Lead lectures; graded students' work; mentored students in Office Hours.
- 2016 **HCDE 596 Supporting Designers of Behavior Change Technologies, University of Washington**
Advised by: Gary Hsieh and Sean Munson. 15 students.
Directed a research group with Masters and Bachelor students.
- 2015 **HCDE 210 HCDE Special Topics, University of Washington**
Lecturers: Andy Davidson and Jennifer Turns. 100 students.
Planned lectures and studio sessions; lead studio sessions; graded assignments.
- 2011 **Interaction Design, Federal University of Santa Maria - Brazil**
Lecturer: Marcos Brod Jr. 20 students.
Mentored students in Office Hours; graded assignments.

Service & Extracurriculars

- 2014 - 2016 **Reviewer**
CHI'15, CHI'16, CHI'17, CSCW'16,
- 2015 - 2016 **Events Organizer**
Student Hackathons: DubHacks'15 and DubHacks'16 - University of Washington, Seattle.
- 2013 Design workshops to support the local startup community - Florianópolis, Brazil.
- 2012 **Technology Tutor**
MS Office classes for underprivileged communities - Faxinal do Soturno, Brazil.

Awards

- 2014 - present **CAPES-Brazil Full Ph.D. Scholarship, University of Washington**
- 2012 - 2013 **CNPQ-Brazil Full Masters scholarship, Federal University of Santa Catarina - Brazil**