

MARCELO PAIVA MOBILE UX PORTFOLIO



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OBJECTIVE

Twenty years years living and breathing user-centered design and application development with the objectives of creating better human-computer experiences and transforming complex data into functional and unique product design.

KNOWLEDGE, SKILLS AND ABILITIES

Proven record managing senior designers and front-end developers, building and implementing multi-disciplinary UX practices with thorough end-user validation. Passionate and motivating, all about creating a healthy environment that will nature a continuous flow of innovation and collaborative learning. Empowers community sharing, blogging practices and meet-up presentations. Believes that retention is a product of good management strategy to keep the team recycling skill-sets and being self-motivated, while meeting stakeholders' expectations.

CAREER HIGHLIGHTS

Thomson Reuters – Director of User Experience

May 2010 – Present

Thomson Reuters Eikon Mobile – Since Summer 2012, responsible for overall interaction design of entire wearable, smartphone and tablet applications for our flagship product. Working with developers to introduce responsive design strategy and thoughtful interface markup semantics and proper web standards adoption in HTML5 and CSS3. Front-end development strategy for the future.

Investment Management – Implemented a comprehensive strategy to streamline the UX budget and to build a full capacity UX team. Resulting in cost savings of over 51% of annual budget, decreasing from \$4.4M/yr (IxD and Visual only) to 1.75M/yr for a multi-disciplinary team and an additional innovation team focused on cutting-edge front-end technologies. Currently working with product owners to conceptualize and design IM solutions for Thomson Reuters Next Generation Application.

Corporate Services – One year engagement to help division implementing Lean UX practices into Agile-driven projects and transforming a small front-end development team into a multi-disciplinary design team capable of taking on any project with UX needs. Introduced remote usability practices and responsive design strategy to front-end development team.

Thomson Reuters – Director of Innovation

Apr 2007 – May 2010

Primary responsibility included researching the industry for new UX trends and translating the findings into innovative concepts for financial and investment industries, while supporting UX directors on generating segment specific ideas and solutions for complex workflow challenges.

Event Monitor – Senior Product Designer/Developer

Aug 2006 – Apr 2007

Initiated and drove interaction strategies, interaction design, and prototyping a portal for investment management and trading firms, focusing on quantitative research, opportunity detection, algorithmic execution and pre/post-trading analysis.

NewRiver, Inc./ TIAA-CREF – Product Design Manager

Jun 2005 – Jul 2006

TIAA-CREF Microsites and Factsheets — Responsible for architecting, designing and developing the front-end for a solution targeted to deliver thousands of co-branded web-sites and ondemand factsheet PDFs for TIAA-CREF participants and institutions. Team size managed: 3-4..!

Thomson Financial – Sr. Product Design Manager

Jun 2004 – Jun 2005

Managed the user experience strategy for the Investment Management segment, responsible for the overall StreetEvents user experience and product design strategy for Thomson ONE for Investment Management. Documented the new product vision and collaboratively worked with over 10 business stakeholders and their teams to brainstorm features opportunities and prioritization, to define navigation patterns and to agree on user interface framework. Team size managed: 3-4..

Verizon Corporation – Sr. Designer Consultant

Jan 2004 – Jun 2004

Generated forward-looking concepts, business and use-case scenarios for the next generation of communication products using Verizon's fiber-optic FIOS network vision. The process involved a great deal of human factors knowledge and research, as business analysts relied on my expertise to create visionary features, innovative user interfaces and proof-of-concept demos in an extremely fast-paced environment.

Lincoln Center for Performance Arts, NY – Interaction/Visual Designer

Mar 2002 – Dec 2003

Consulting through Niteo Partners to assist with the redesign of the current lincolncenter.org site with the objective to improve user interaction and usability, allowing Lincoln Center to communicate better with and market to its customers, in both the online and offline channels and to increase online sales of tickets, subscriptions, and other revenue sources.

Mann Publishing Group, Portsmouth, NH – Design Consultant

2002 – 2005

Web design and development, Branding, Book/Cover Layouts, Stationery, Information Architecture, Web Design and Development. Implemented lean layout workflow using MS Word > XML > Adobe InDesign to streamline digital publishing costs.

Net2Phone, Inc., Boston, MA - User Experience Manager

Jul 2001 – Apr 2002

Led design and development team to developed interaction strategies, interaction design, prototyping and visual design for a multi-dimension site (Geography, Language and Partner). Team size managed: 2 designers 5 developers.

ZEFER Corp., Boston, MA – Senior Technical / Cognitive Designer

Dec 1999 – Jul 2001

Strategy-led Internet consulting and implementation company, integrating business strategy, experience design, technology and program management. Project highlights:

Executive Information System for Siemens – Munich, Germany

Experience Design Strategist – 30-day engagement at Siemens Headquarters in Munich, Germany. Main role was to assess the user needs, facilitate focus-groups and brainstorm sessions, interview Siemens top executives, create high-level interaction design, and prototyping.

Fidelity Investments – Retirement Planning Tool – Boston, MA

Usability Lead – Lead 3 rounds of usability testing for Fidelity Investments' NetBenefits division, performing user research and interviews, persona development, user and task analysis, test user recruitment coordination and test prototype development. Tests were conducted at Fidelity's usability lab facility in Boston.

Information Resources, Inc. – Waltham, MA - Information Engineer

May 1997 – Dec 1999

Team member and only designer for the usability team. With the arrival of the World Wide Web, I secured a new position to produce customized web interfaces for our top clients, among them: Heineken, Anheuser Busch, Pepsi CO, Novartis, Johnson & Johnson, General Mills, Kraft Foods and others.

Design Consultancy - CAD Drafter / Visual Designer Mar 1993 – May 1997

GE of Brazil, Rio de Janeiro, Brazil Electrical Designer / AutoCAD Drafter Sep 1985 – Mar 1992

EDUCATION

Graduated as Electrical Designer in 1986 from State Center of Technology Ferreira Viana, Rio de Janeiro - Brazil

A work should contain its total meaning within itself and should impress it on the spectator before he even knows the subject" – Henri Matisse



THOMSON REUTERS EIKON MOBILE Dashboard Sketches

PAIVA

NOTES

A “swimming-lane” layout provides the user with a scalable UI, as well as a flexible way manage performance vs. content loading.

Each “lane” allows the user to swipe sideways to go to next story, page or section.

The iPhone Home screen includes an original Thomson Reuters signature element, a scrollable ticker tape.

The Home screen has the right amount of information and a well organized entry to all content available to the user.

TOOLS

Dashboard sketches created on iPad.

App: Paper by FiftyThree, Inc.

Stylus: Pogo Connect Smart Pen



SKETCHING SESSIONS

NOTES

Sketching progression of the iPhone dashboard.

TOOLS

Dashboard sketches created on iPad.

App: Paper by FiftyThree, Inc.

Stylus: Pogo Connect Smart Pen



SKETCHING PROGRESSION

NOTES

Synchronized Workspaces

Whether being at the desk or on the street walking to an important meeting, having a similar workflow between the desktop and a mobile device is important to the user.

- 1 Synchronized Workspaces would empower users to leave their desktops and continue their work from their mobile devices.

The sketch on this page illustrates how the user would access the workspaces menu from the Home screen.

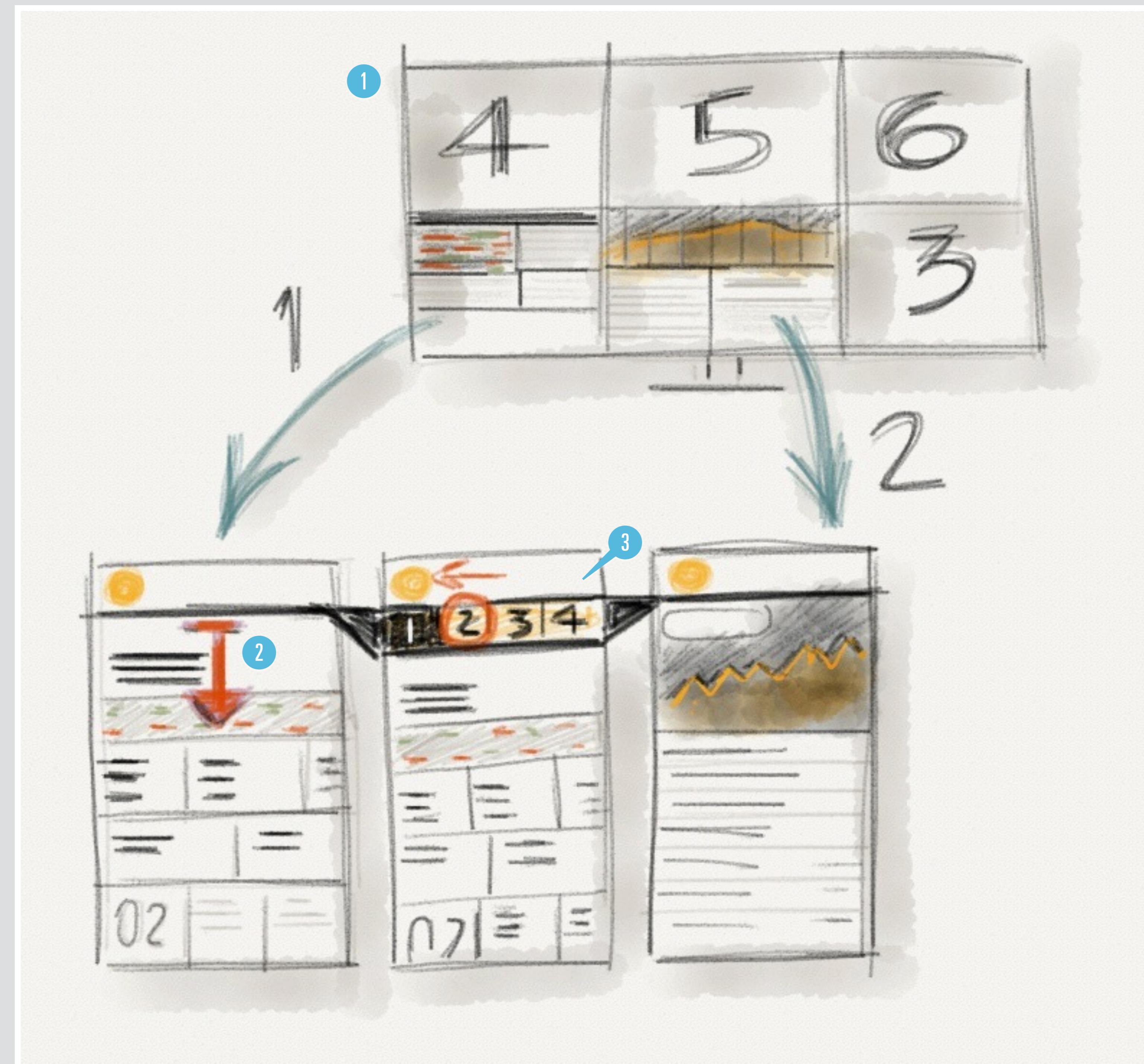
- 2 Each workspace the user may have on the desktop is smartly replicated on the smartphone display.
 - 3 By swapping the Home screen down, a menu row displaying thumbnails of the last state of the user's desktop allows the user to navigate from one workspace to another.
- User selects workspace #2 to continue monitoring a company pricing chart.

TOOLS

Dashboard sketches created on iPad.

App: Paper by FiftyThree, Inc.

Stylus: Pogo Connect Smart Pen



NOTES

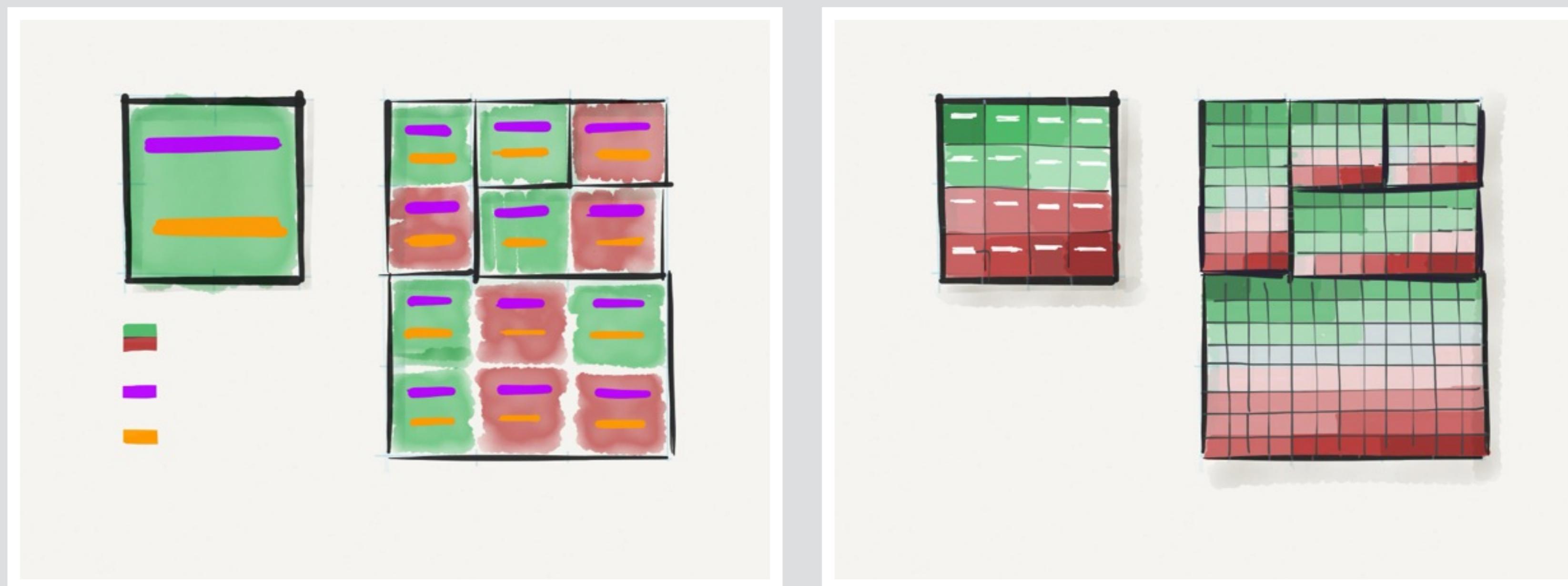
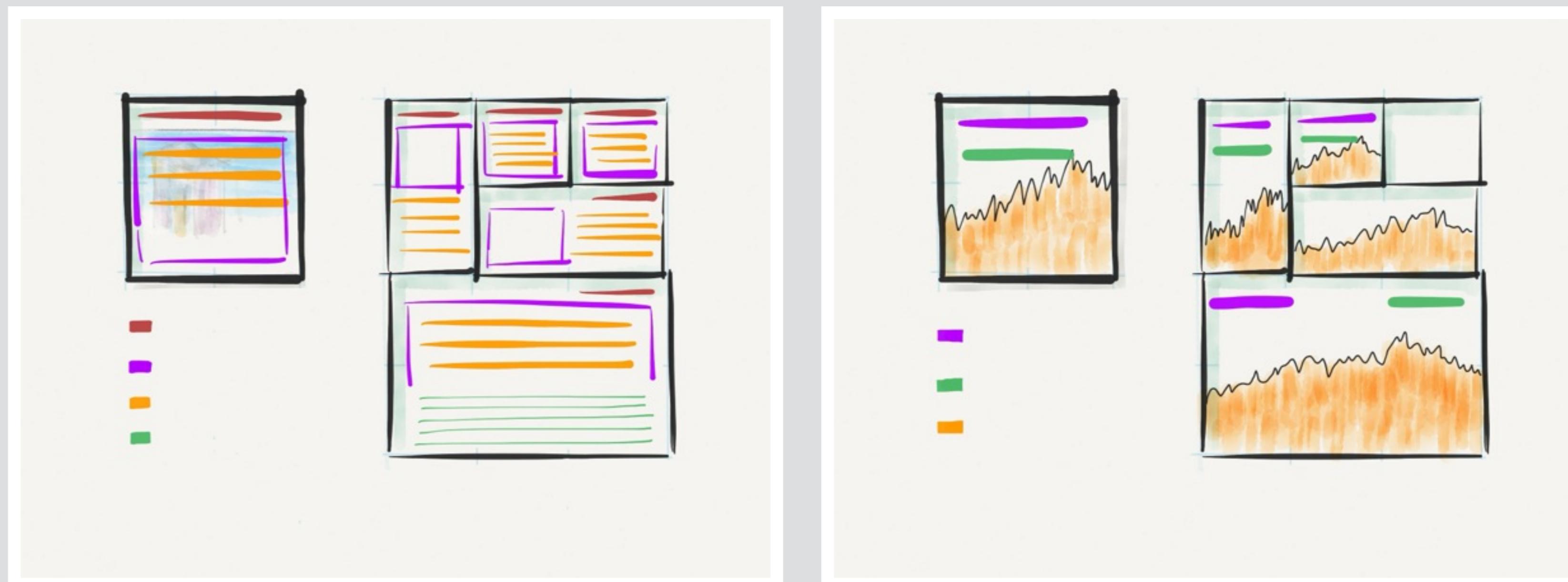
Responsive design strategy.

TOOLS

Dashboard sketches created on iPad.

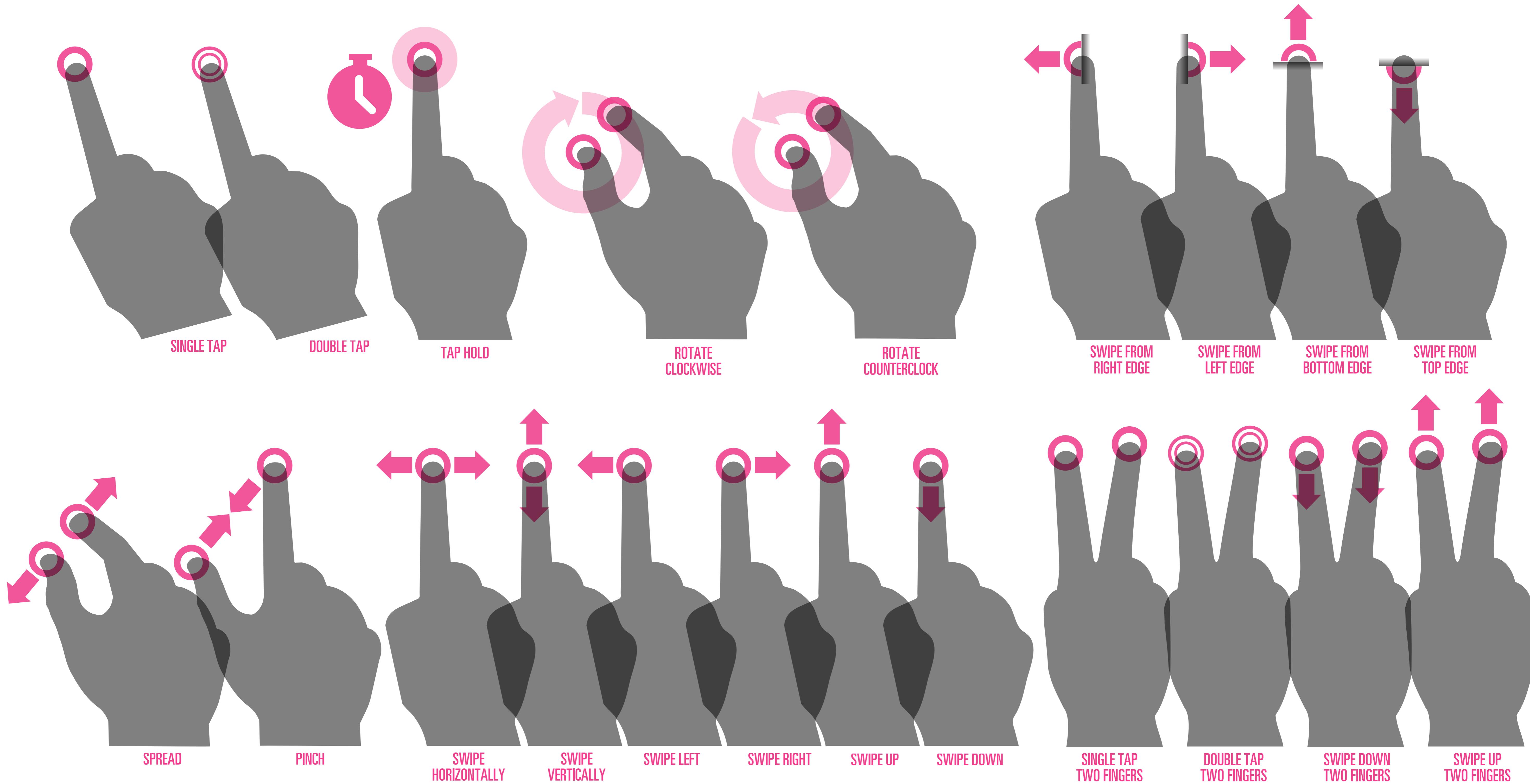
App: Paper by FiftyThree, Inc.

Stylus: Pogo Connect Smart Pen



THOMSON REUTERS EIKON MOBILE Interactions



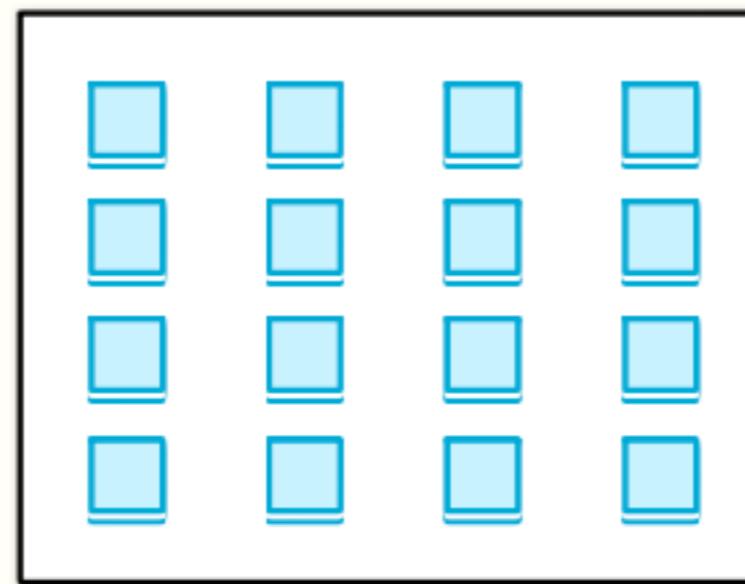


GESTURES STANDARDS

NOTES

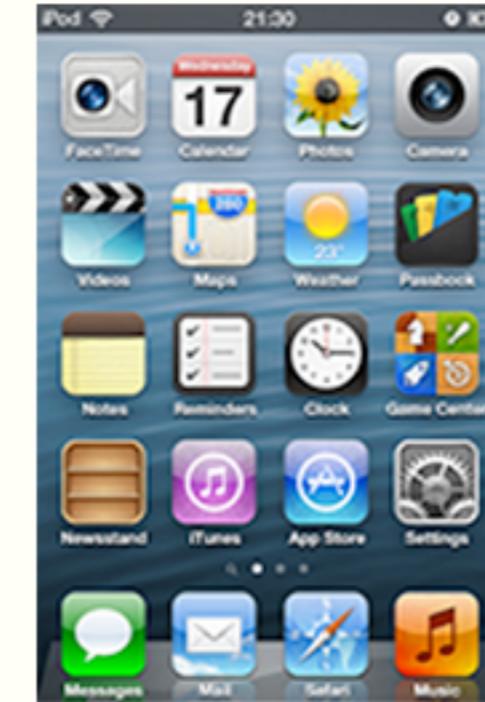
Dashboard is interactive

SPRINGBOARD

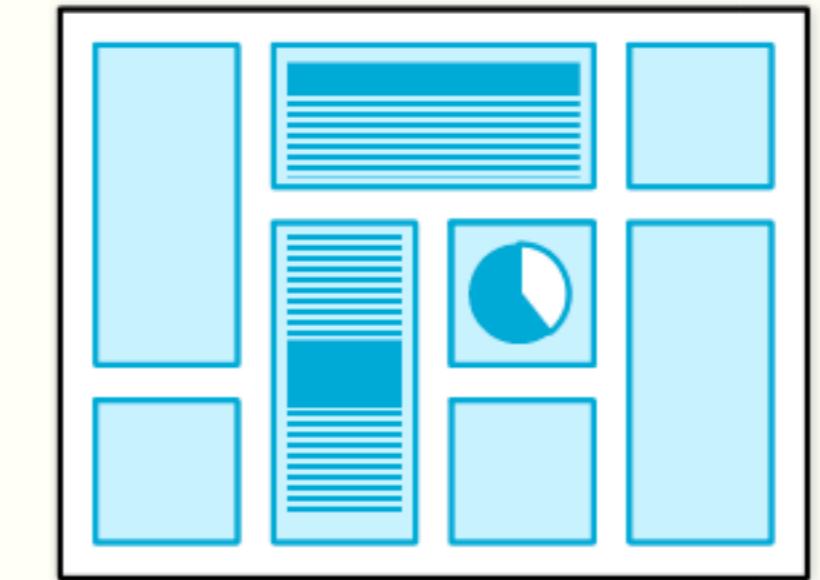


ICONS

iOS

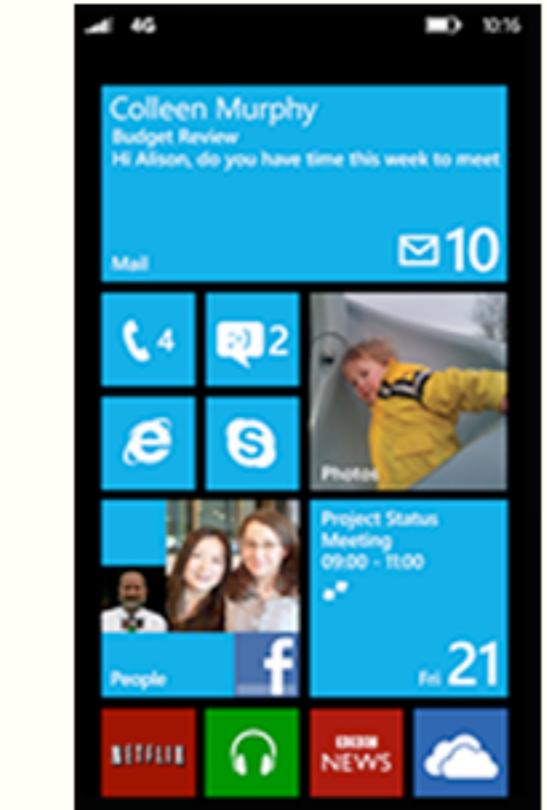


DASHBOARD



WIDGETS

ANDROID, WINDOWS, BLACKBERRY

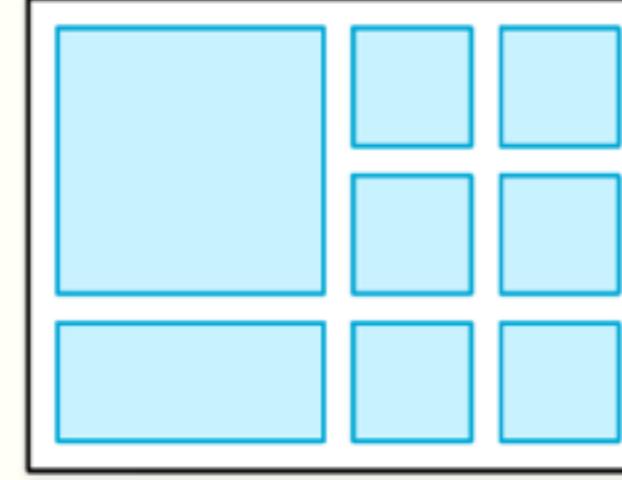


NOTES

Different types of layout/content flow.

CITY BLOCK

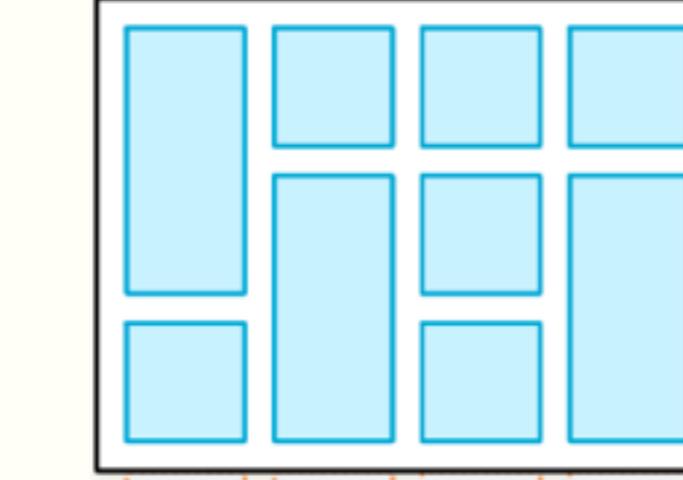
HORIZONTAL



ZITE, NYTIMES, WINDOWS 8

SKYSCRAPER

VERTICAL



ALLTHINGS.D, INSTAPAPER, PINTEREST

NEWSPAPER

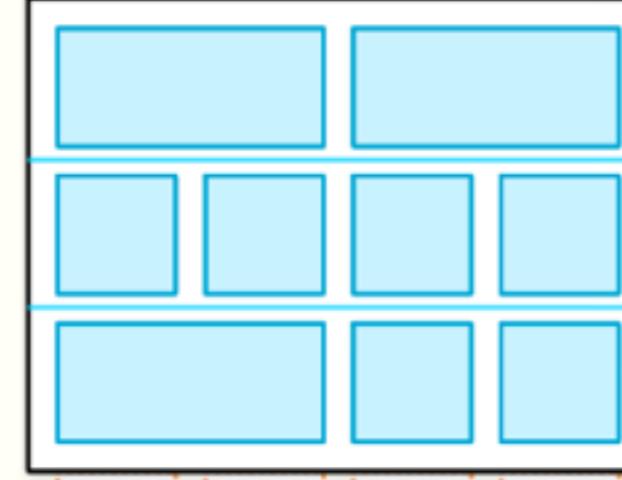
VERTICAL



FINANCIAL TIMES, NYTIMES, WSJ

SWIMMING LANES

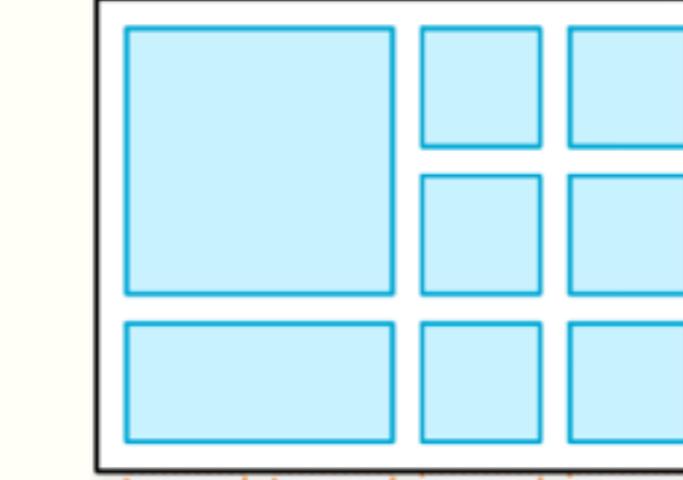
HORIZONTAL, VERTICAL



ITUNES, PULSE

CARROUSEL

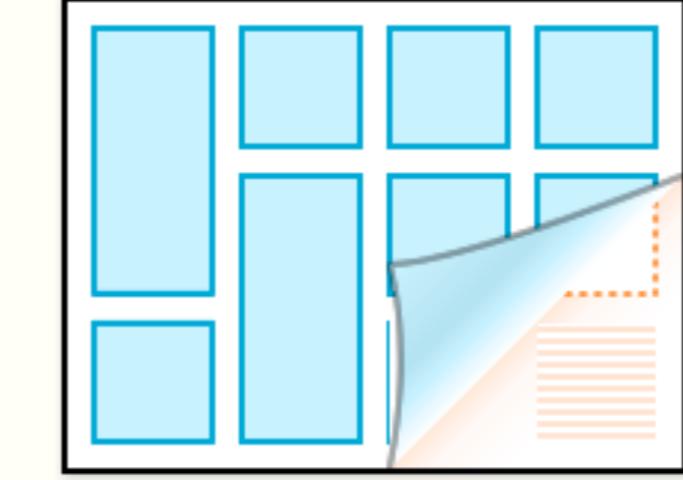
HORIZONTAL, VERTICAL



NYTIMES, SKYGRID

TURN-PAGE

SKEUOMORPHIC



FLIPBOARD, iBOOKS

NOTES

The Lists App (or Quotelists, Portfolios, or Watchlists) is a multi-line Table view of Lists containing a number of quotes.

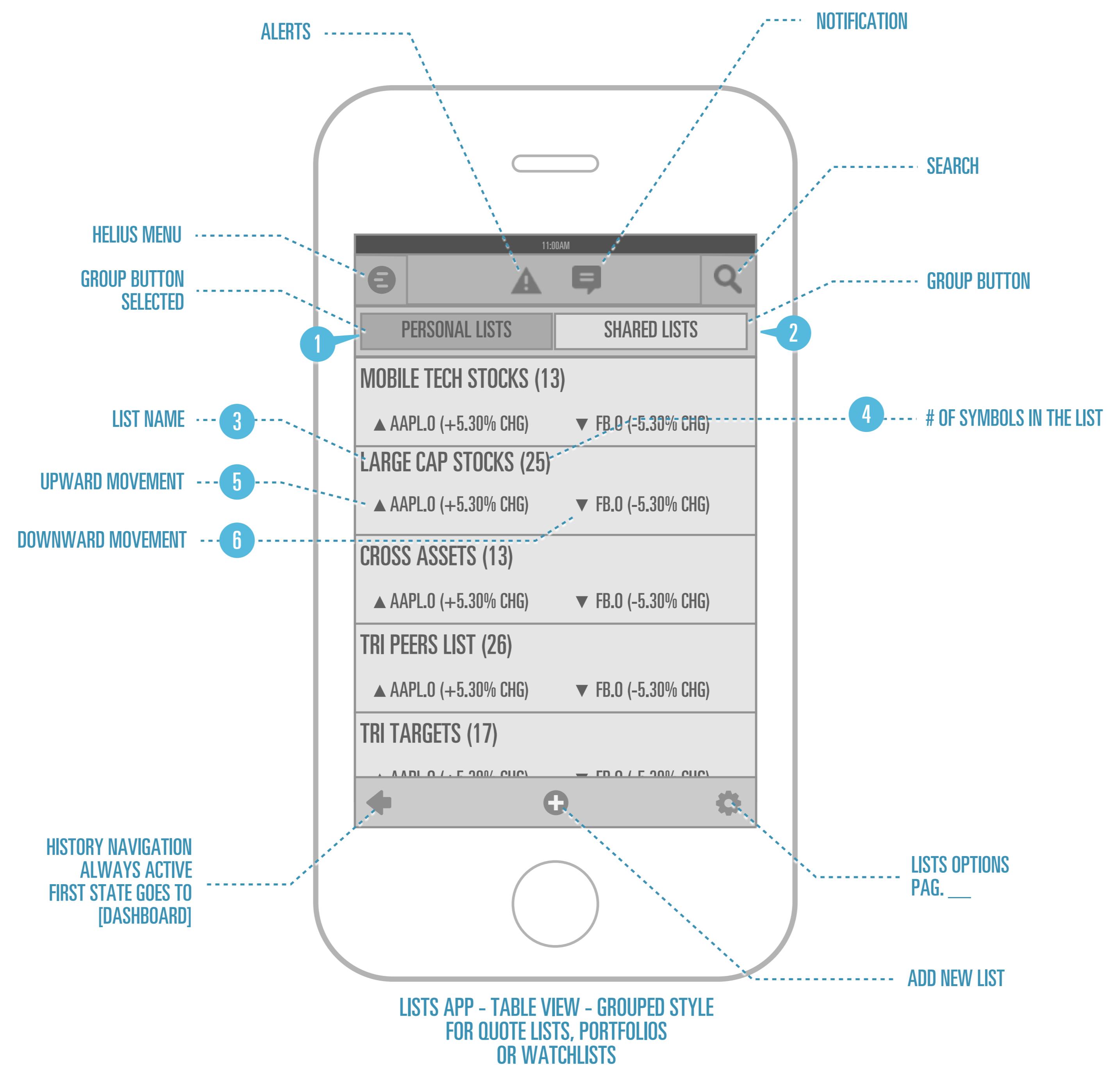
The lists will be divided into two groups:

- 1 • Personal Lists
- 2 • Shared Lists

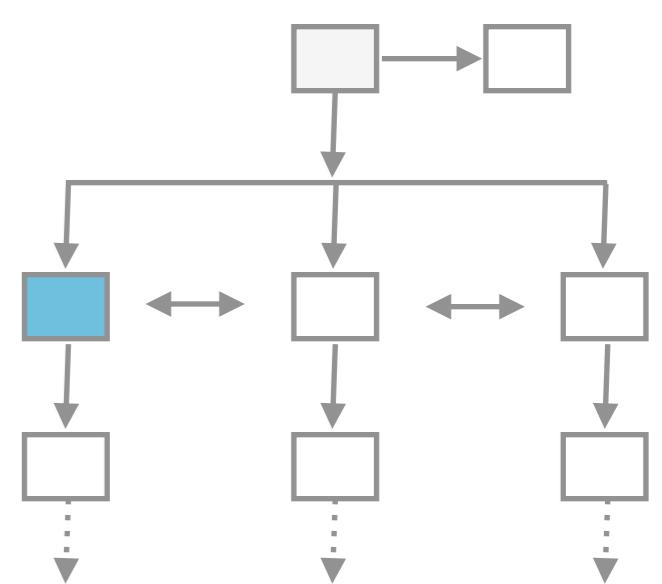
The groups will be accessed by the end-user via one of the two buttons placed above the table view.

Each List item will consist of the following:

- 3 • List Name
- 4 • # of Symbols in the list
- 5 • Upward Movement Indicators
- 6 • Downward Movement indicator



MAP LEVEL



NOTES

This page illustrates the user interaction with the CAROUSEL HEADER control.

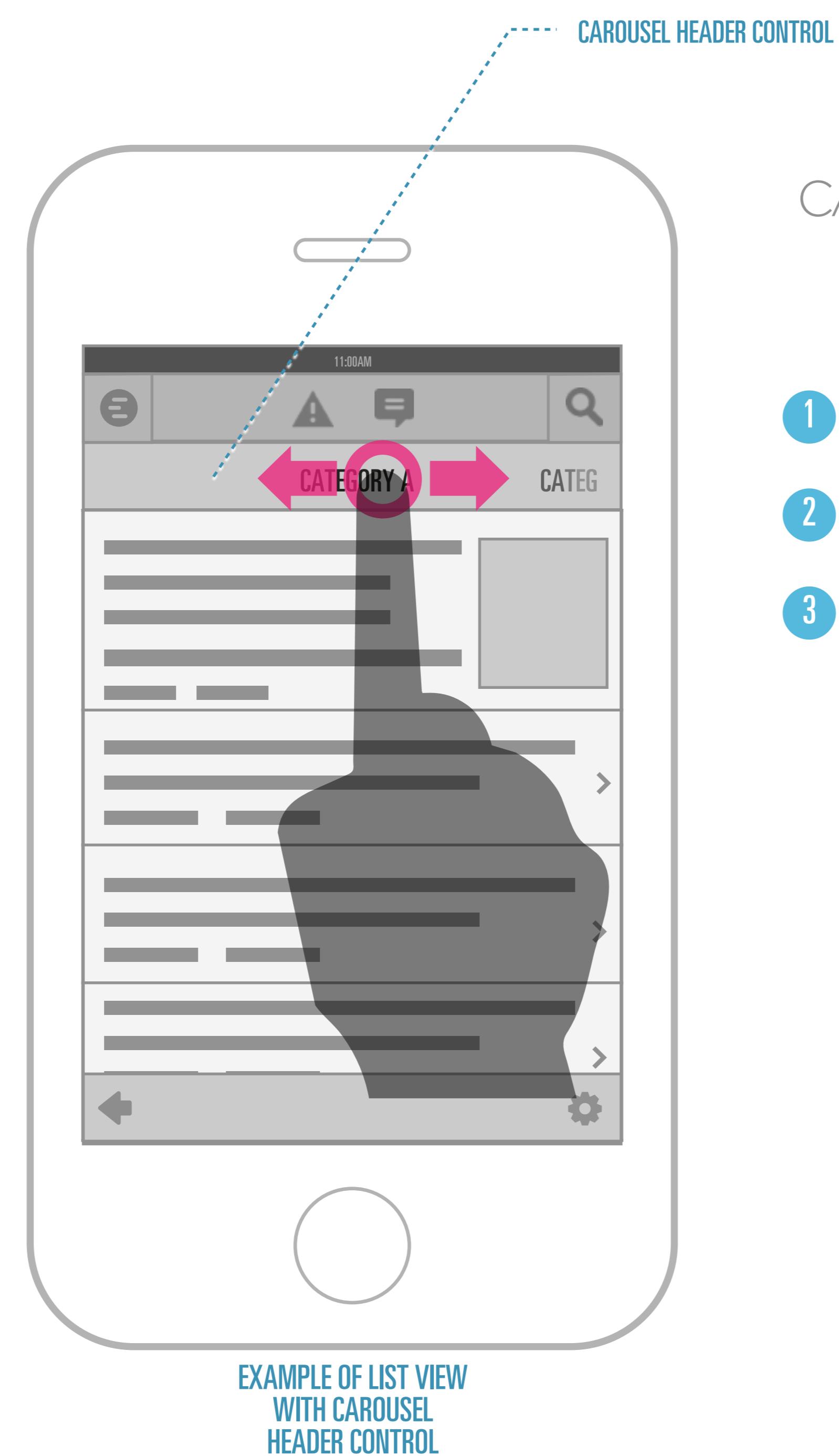
A Carousel Header controls provides a widget for browsing among a set of like objects arrayed horizontally.

From an end user's perspective, this control provides a simple and quick way to browse through main categories of content lists.

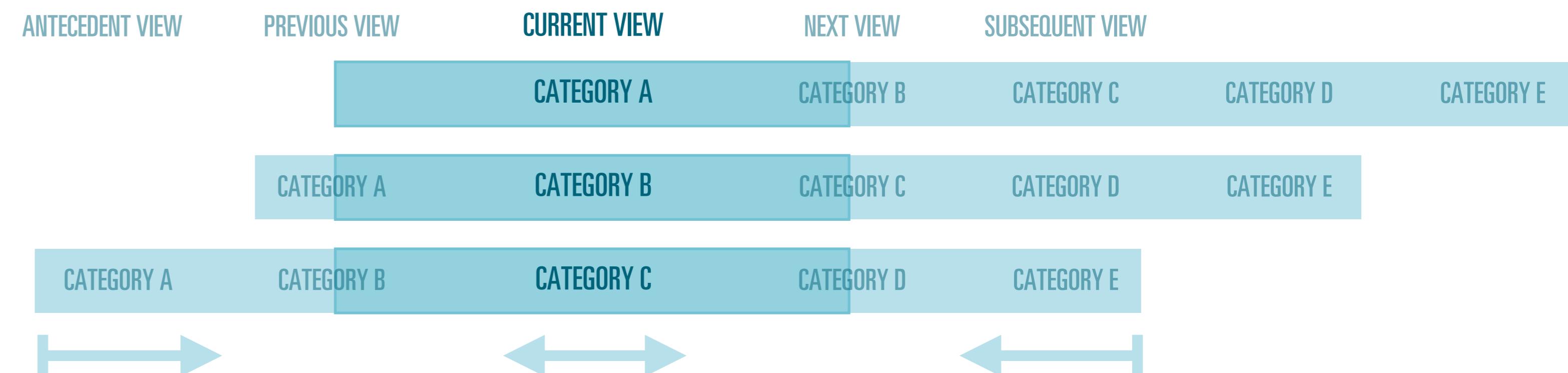
A new category list is loaded in the content area each time the user triggers the swipe gesture event.

The Carousel Header Interaction section illustrates in three steps how the control behaves:

- 1 First State - The header displays the Current View label centered. To the right of the screen, the Next View label "teaser" is subtly displayed to indicate the user that a swipe gesture is allowed;
- 2 Second State - After swiping left, the entire content area is dragged along with the swiped header. The Previous View label is now on the left edge of the header, allowing the user to swipe back to the previous screen;
- 3 Third State - illustrates the full range of the carousel header control and gestures limits;



CAROUSEL HEADER CONTROL INTERACTION

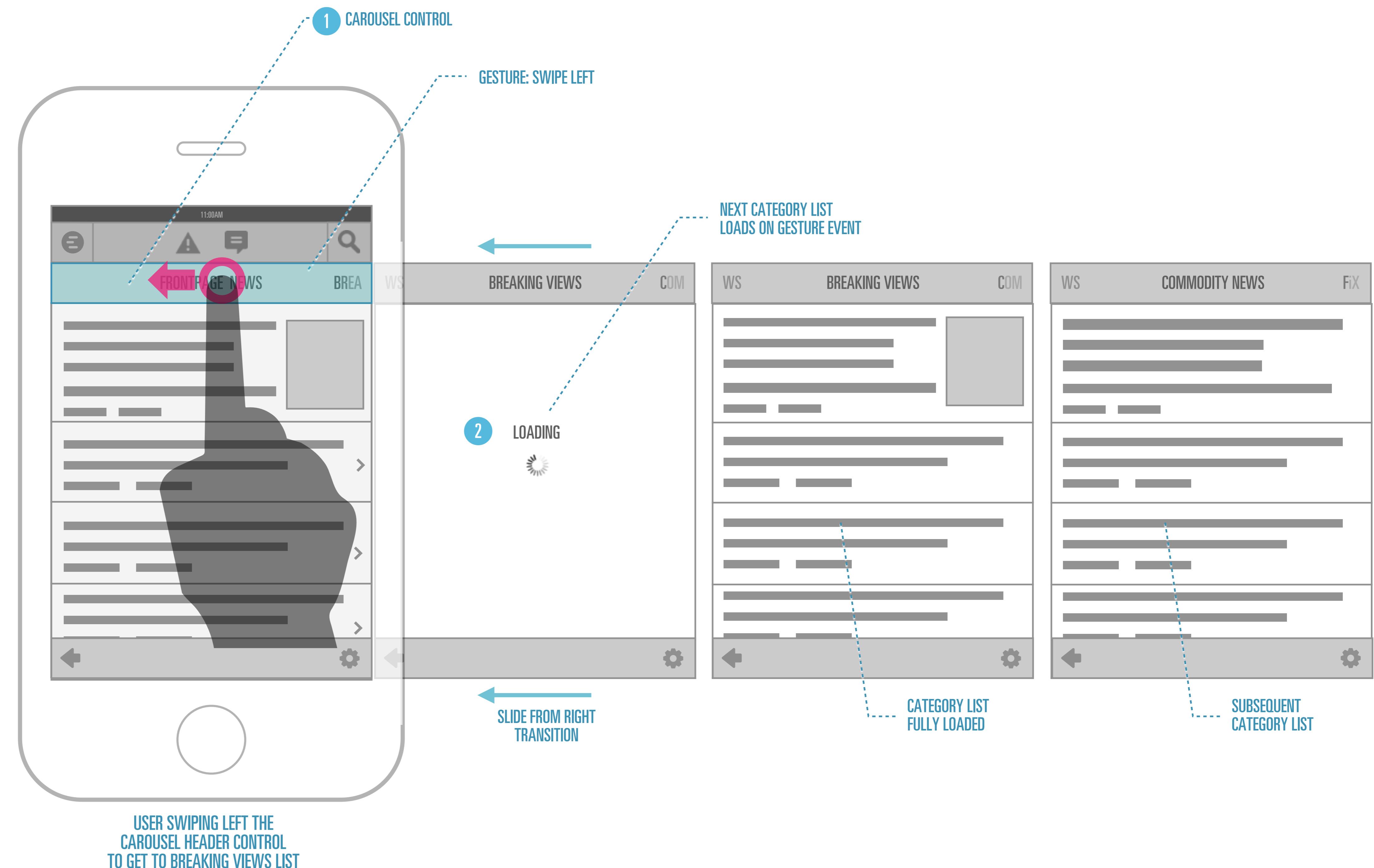


NOTES

- 1 The carousel toggles Frontpage News, Breaking Views, and whichever “Categories” the user selects from the News Options.
- 2 While the next data is being pulled in, a loading sign is displayed in the main screen.

The iPhone and iPad selections on News Categories should be synchronized and have the same order.

Since there will always be Frontpage News and Breaking Views; therefore there won't be a case of “no news category selected.”

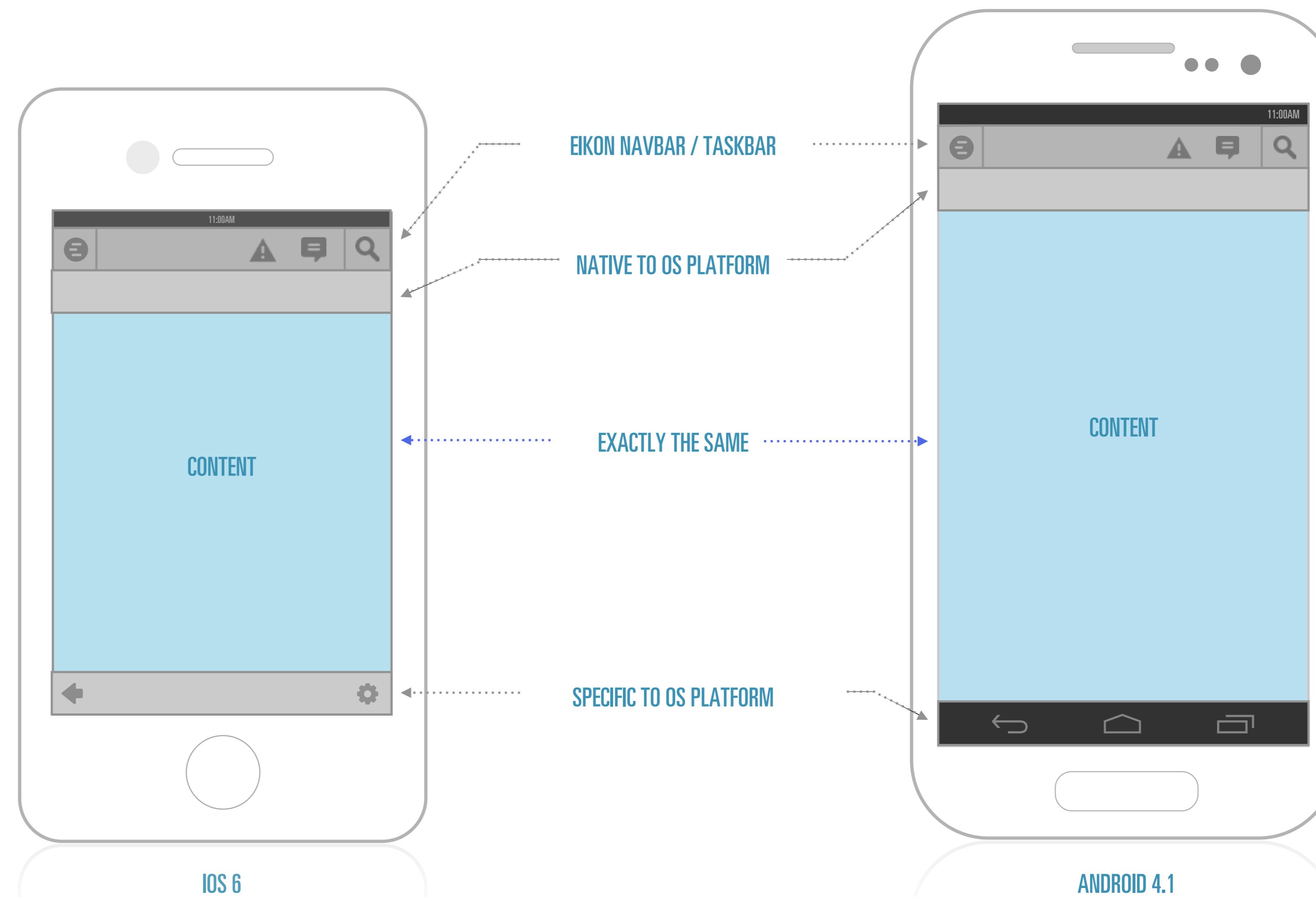


NOTES

All devices contain the same suite of Eikon apps available for that environment (e.g. phone vs tablet).

Where applicable, the chrome and elements surrounding the apps' content is designed and tailored for a complimentary user experience on Android devices.

However, the content navigation and interface of these apps - whether top news headlines, messages, or personal watchlists - is exactly the same across all devices.



NOTES

For portfolio holdings, a few extra fields exist that do not exist in Watchlists:

All columns are available on the iPad;

Fields on the iPhone are broken-up into 3 tabs each with the Symbols/Name listed, but with unique columns: Performance (of the portfolio), Pricing (Last/Chg), and Position that displays the Quantity and Purchase Price

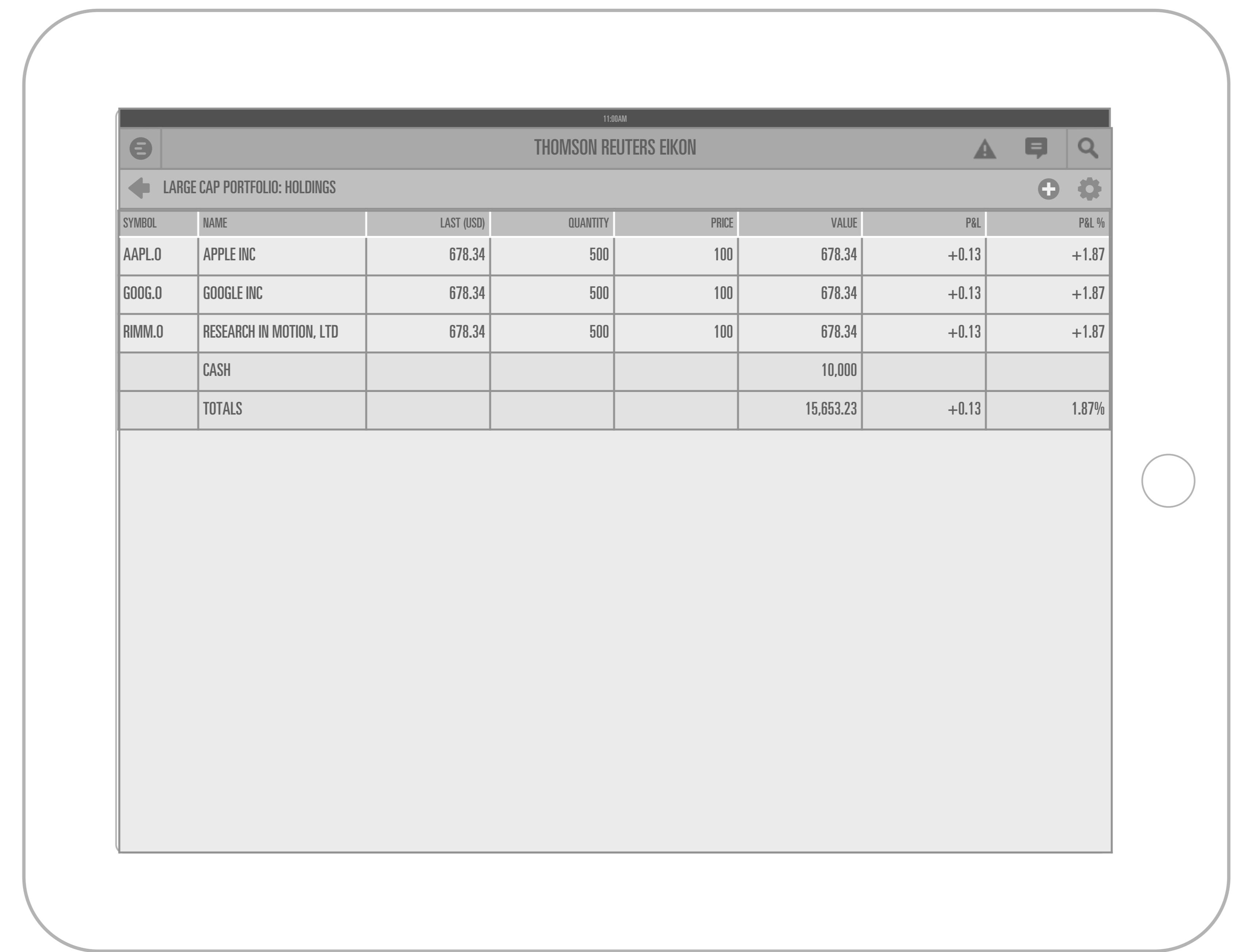
On iPad: the bottom-two rows display Cash and Totals information

If the number of rows does not exceed beyond the bottom of the screen (i.e. there IS empty space at the bottom), the Cash and Totals info looks like another row in the table

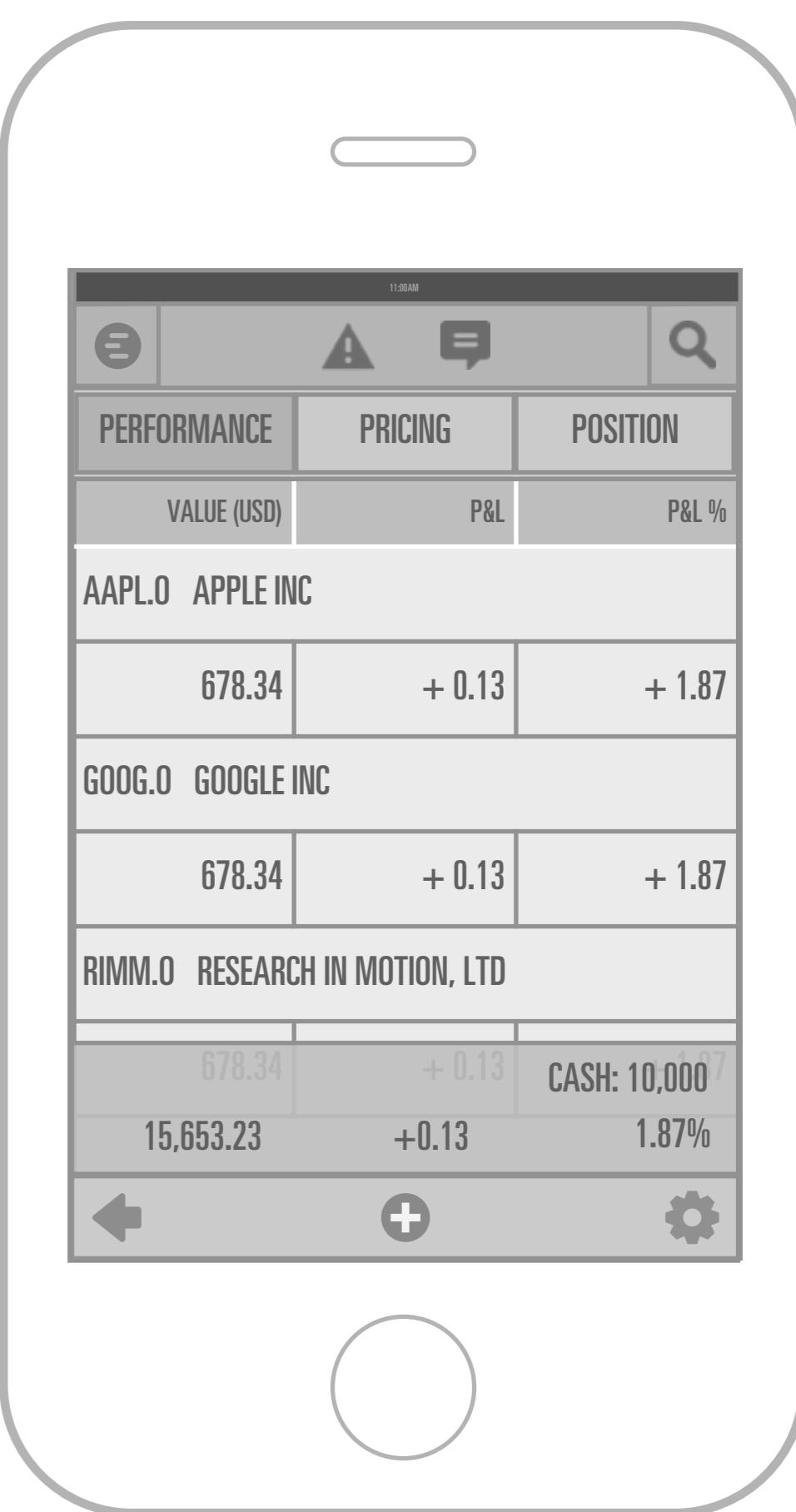
If the number of rows exceeds the beyond the bottom of the screen, the Cash and Totals info “locks/freezes” along the bottom of the app

In this case, the background of the rows are semi-transparent

On iPhone: the Cash and Totals info always locks to the bottom of the screen, but only exists on the First tab: Performance



IPAD



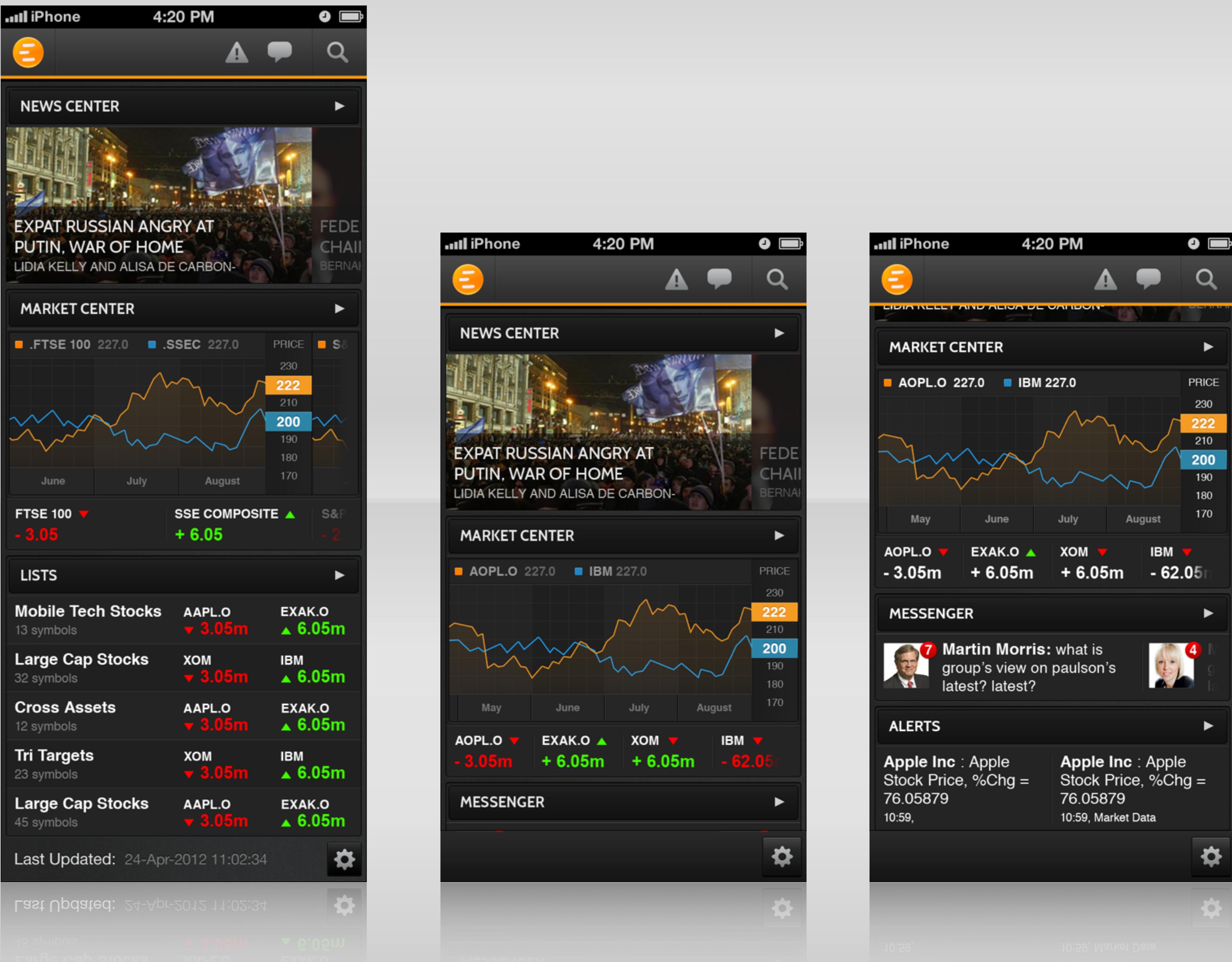
IPHONE

THOMSON REUTERS EIKON MOBILE Visuals



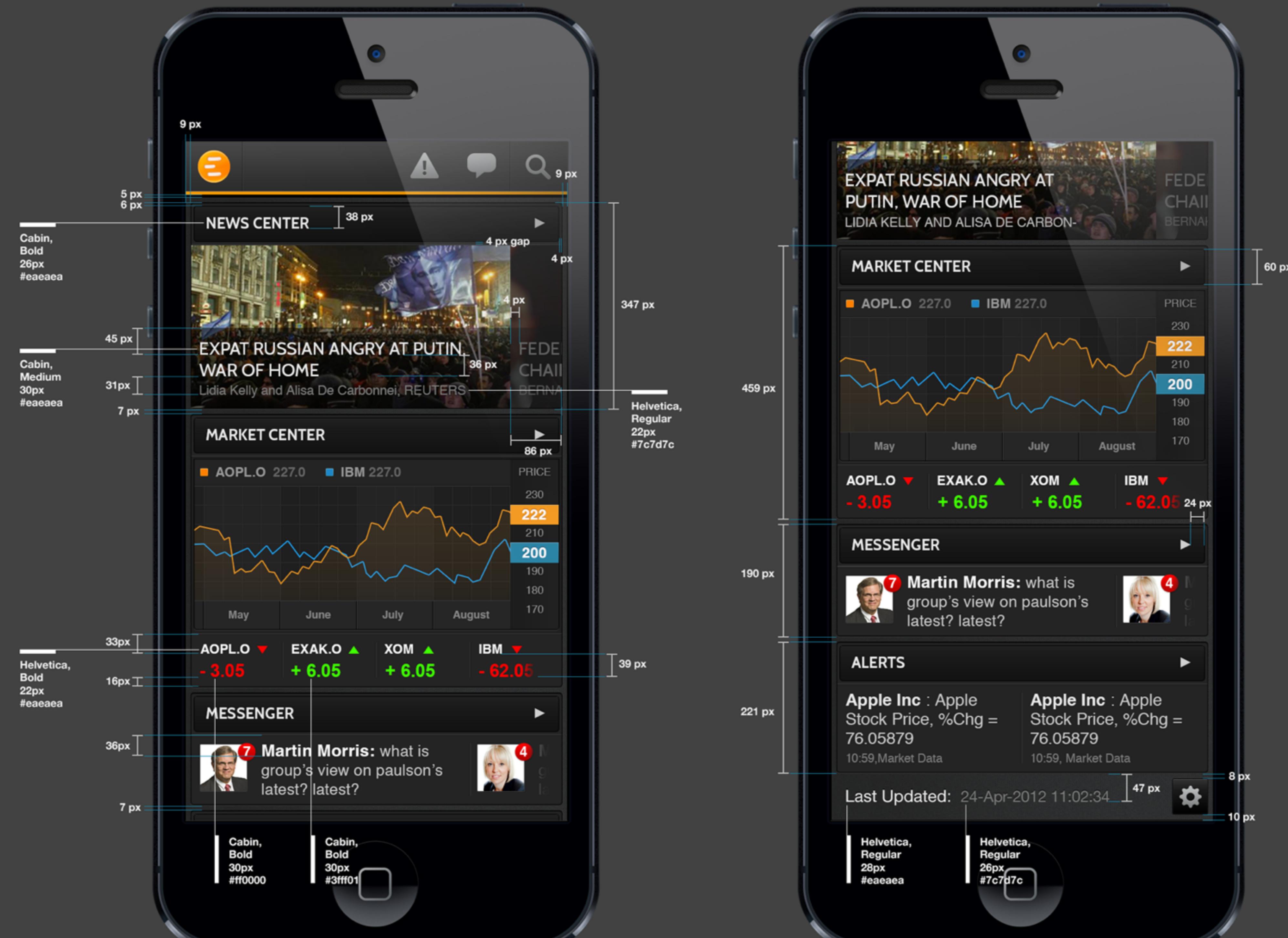
NOTES

Final visual design for the iPhone Dashboard.



NOTES

Final visual design specification for the iPhone Dashboard.



Grazie

Takk

Obrigado

Merci

謝謝

Paldies

Köszönöm

Dank u

Gracias

감사합니다

Danggsche

Dzięki

THANK
YOU