Hello, Marina :)
These are some reasons why I believe I'd make
a great Digital Innovation Coordinator at Natura

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I'm passionate about bringing design, technology & business people together.

Currently, I lead a team of talented people in projects that combine data, design and web development at a major Brazilian media company. The team was mostly built by me, on a careful quest to put together a mix of expertises.

My role is to help them shape rough ideas into polished projects, prioritize tasks, run proofs of concept and test them out.

I play a key role in connecting different areas.

As of today, I can ease the conversation between design, development, data, content-writing and sustainability professionals.

On the other hand, I am getting prepared to deal with business-focused roles and C-level executives, as I am currently finishing a Harvard Business School online course on entrepreneurship. Before that, I took a human-centered service design course from the educational branch of IDEO, one the world's most respectable design firms.

Today, I am proud to say that I helped building a self-sufficient team, that is responsible for some of the most innovative news projects from Latin America. These projects span from creative data visualizations and open source machine learning algorithms to designing and building web apps – viewed by more than 30 million users – from scratch.

Yes, I'm only 27. But I'm eager to learn and to work within a strong culture environment, specially inside a company that values sustainability and respects human and animal lives. Most importantly, I believe I am up to the challenge of being a Digital Innovation Coordinator at Natura.

Now...
I'll be more specific and reveal some of
my weaknesses regarding the position

— **Look for opportunities for partnerships with startups, entrepreneurs, universities, among others.**

This is where I have the least experience. But expanding my network within the startups and entrepreneurship ecosystem is something that excites me a lot!

For example, I was selected to join Estadão's innovation program with Bradesco (inovabra). There, we presented our needs and I was also responsible for interviewing startups members about their possible solutions after their pitch.

— **Technical knowledge in emerging technologies to be able to evaluate technical quality of solutions involving virtual & augmented reality, 3D printing, artificial intelligence, internet of things, among others.**

I have basic knowledge of 3D modeling for digital manufacturing (to create prototypes in Polyurethane in a CNC milling machine or to print in 3D, for example). This kind of skill was mostly learned at the digital manufacturing lab during my time at USP.

In addition, I have already developed projects with vector drawings to be cut and engraved on a laser cutting machine, either in wood or acrylic (for both product prototyping and as the final product).

I have also coordinated projects involving machine learning (video emotion analysis), natural language processing, or even statistical models (tf-idf) to analyze the speeches of presidential candidates on Twitter.

I am continually studying new techniques of 3D printing and innovation on connected objects (IoT). I believe that the future is moving towards the integration of physical and digital products – and this is an area I want to continue exploring.

Finally...
I'll be more specific and reveal some of
my strengths regarding the position

Knowledge in disruptive, radical & open innovation

I was partially responsible for making Estadão the first Brazilian newspaper to publish the source code of its data reports on GitHub. This has generated positive responses both from the academy and from engineers of government institutions & startups, for example.

In addition, I was responsible for changing the role of the graphics desk. Traditionally, this department only serves the others. During the almost two years that I have been leading the team, we have been able to transform it into a self-sufficient department that creates, develops and launches its own projects.

This was possible through the hiring of professionals working on several fronts: journalists, data scientists, developers, designers and audiovisual producers. Each team member has a combination of several of these attributes, to a lesser or greater degree – something very rare in graphic departments in Brazilian newsrooms.

Knowledge of agile methodologies

My team and I created Uva, an in-house tool for delivering great visual journalism for Estadão's users.

We started developing it from scratch, using a one-week sprint workflow. The prioritization and backlog methods were all Scrum-inspired. After two months, we launched it. In less than two years after that, all the graphics published through Uva were viewed by more than 30 million users.

Collaboratively build strategies and work plans for innovation

The team I built works as an internal experimentation lab. This reflects my passion for leading projects from beginning to end with a mindset that nurtures collaboration – always moving toward a common goal: finding new ways to solve the needs of real people.