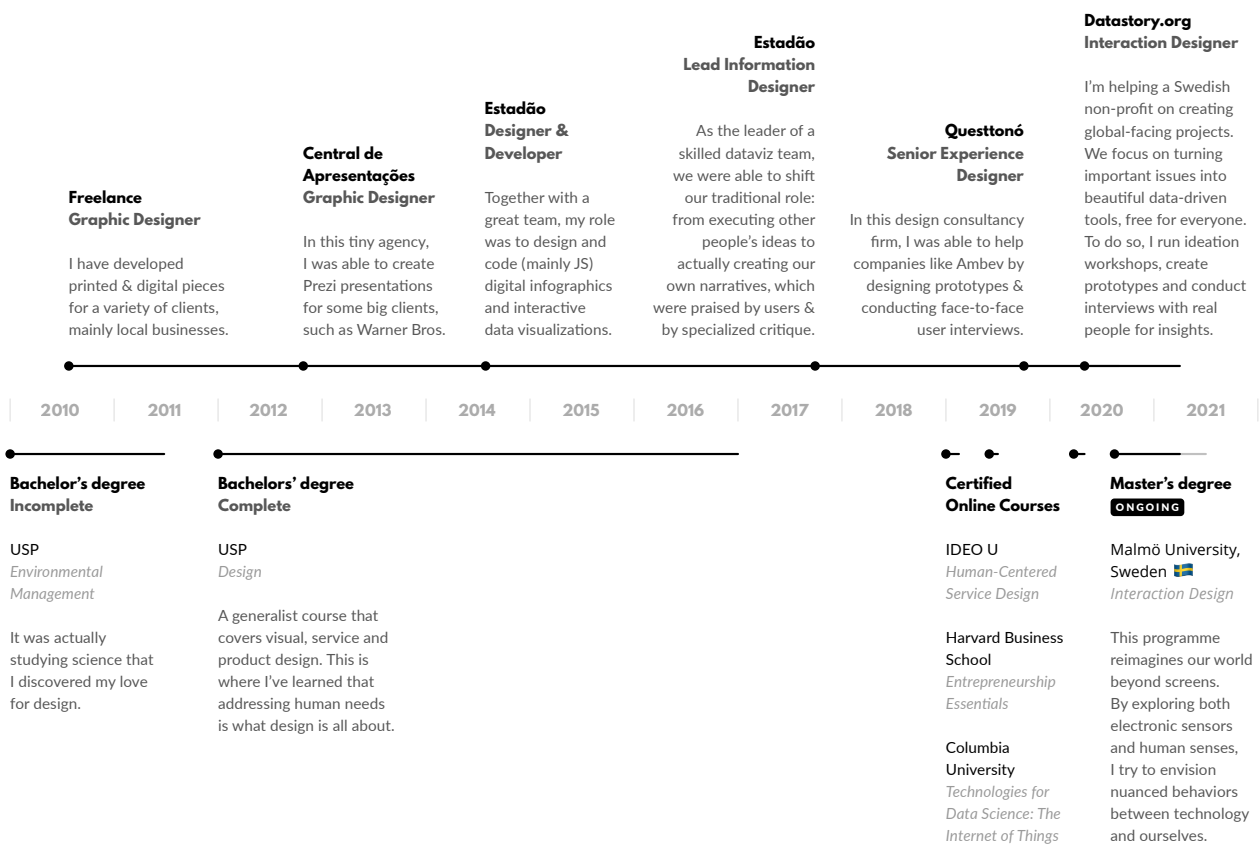# I'm Vinicius Sueiro — interaction designer & dataviz specialist

Currently based in
São Paulo, Brazil

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vsueiro.com
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Datastory.org
Interaction Designer

I'm helping a Swedish non-profit on creating global-facing projects. We focus on turning important issues into beautiful data-driven tools, free for everyone. To do so, I run ideation workshops, create prototypes and conduct interviews with real people for insights.

Estadão
Lead Information Designer

As the leader of a skilled dataviz team, we were able to shift our traditional role: from executing other people's ideas to actually creating our own narratives, which were praised by users & by specialized critique.

Estadão
Designer & Developer

Together with a great team, my role was to design and code (mainly JS) digital infographics and interactive data visualizations.

Questtonó
Senior Experience Designer

In this design consultancy firm, I was able to help companies like Ambev by designing prototypes & conducting face-to-face user interviews.

Central de Apresentações
Graphic Designer

In this tiny agency, I was able to create Prezi presentations for some big clients, such as Warner Bros.

Freelance
Graphic Designer

I have developed printed & digital pieces for a variety of clients, mainly local businesses.

2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021

Bachelor's degree
Incomplete

USP
Environmental Management

It was actually studying science that I discovered my love for design.

Bachelors' degree
Complete

USP
Design

A generalist course that covers visual, service and product design. This is where I've learned that addressing human needs is what design is all about.

Certified Online Courses

IDEO U
Human-Centered Service Design

Harvard Business School
Entrepreneurship Essentials

Columbia University
Technologies for Data Science: The Internet of Things

Master's degree
ONGOING

Malmö University, Sweden 🇸🇪
Interaction Design

This programme reimagines our world beyond screens. By exploring both electronic sensors and human senses, I try to envision nuanced behaviors between technology and ourselves.

Special work

In 2020, I helped **Google** humanize Covid-19 death data by creating "No Epicentro". This app was featured on prime-time TV and on the cover of The Washington Post. It was also the winner of 2 prestigious international data visualization awards.

Sharing

I also enjoy sharing my experience, whether it's at a professional conference or directly with university students and researchers. I have also been mentoring (and learning from) designers & leaders worldwide, mainly through ADPList.org

Teaching

As part of the faculty for a graduate-level data journalism specialization at IDP, I'm one of the data visualization teachers.

Awards

Gold: Information is Beautiful, Sociedad Interamericana de Prensa, WAN-IFRA Latam & Society for News Design.
Silver: Malofiej. **Bronze**: ÑH