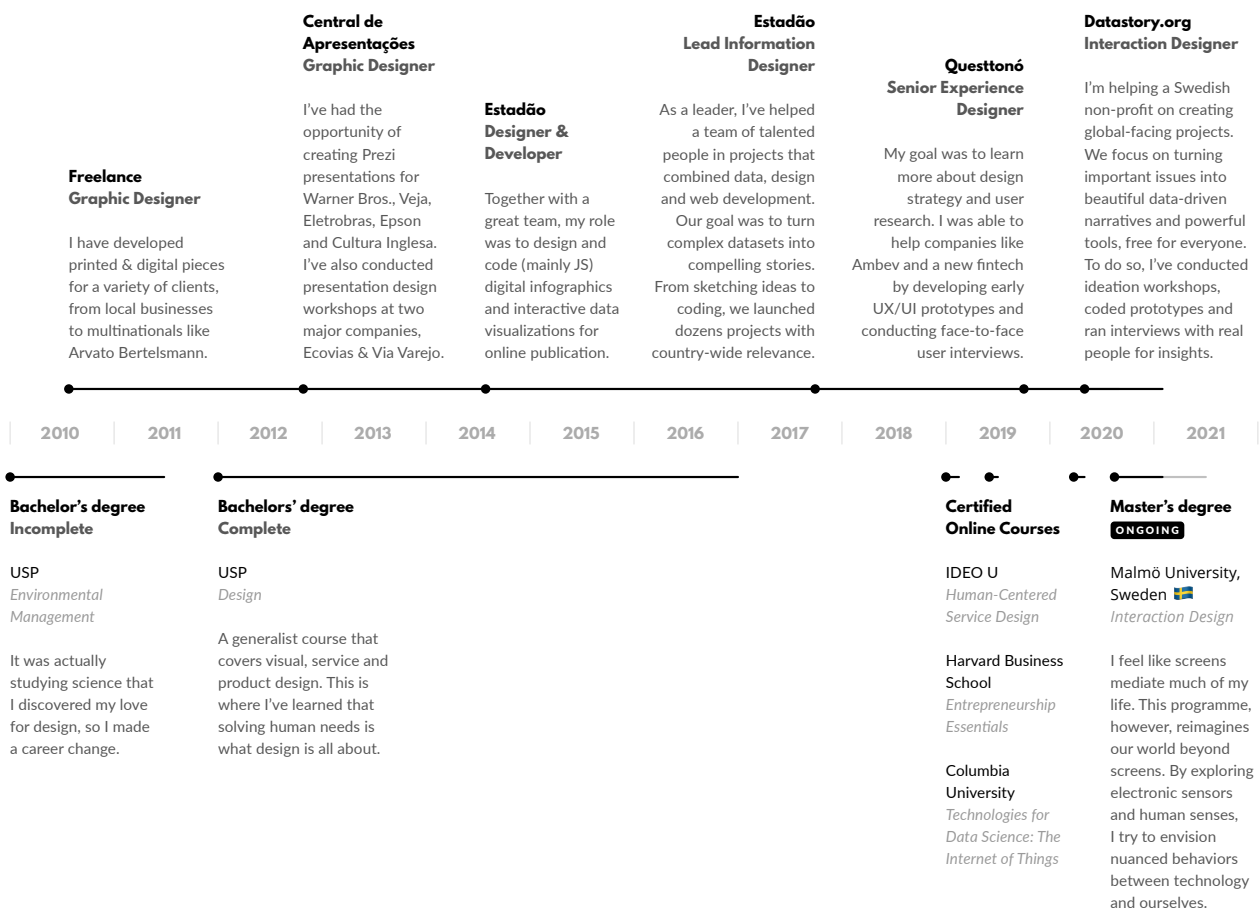# I'm Vinicius Sueiro — interaction designer & dataviz specialist

Currently based in
São Paulo, Brazil

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Central de Apresentações
Graphic Designer

I've had the opportunity of creating Prezi presentations for Warner Bros., Veja, Eletrobras, Epson and Cultura Inglesa. I've also conducted presentation design workshops at two major companies, Ecovias & Via Varejo.

Estadão
Designer & Developer

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

Estadão
Lead Information Designer

As a leader, I've helped a team of talented people in projects that combined data, design and web development. Our goal was to turn complex datasets into compelling stories. From sketching ideas to coding, we launched dozens projects with country-wide relevance.

Questtonó
Senior Experience Designer

My goal was to learn more about design strategy and user research. I was able to help companies like Ambev and a new fintech by developing early UX/UI prototypes and conducting face-to-face user interviews.

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 narratives and powerful tools, free for everyone. To do so, I've conducted ideation workshops, coded prototypes and ran interviews with real people for insights.

Freelance
Graphic Designer

I have developed printed & digital pieces for a variety of clients, from local businesses to multinationals like Arvato Bertelsmann.

| 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, so I made a career change.

Bachelors' degree
Complete

USP
Design

A generalist course that covers visual, service and product design. This is where I've learned that solving 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

I feel like screens mediate much of my life. This programme, however, reimagines our world beyond screens. By exploring electronic sensors and human senses, I try to envision nuanced behaviors between technology and ourselves.

Achievements

As the **leader** of a skilled dataviz team, I was able to shift our traditional role: from executing other people's ideas to actually creating our own data-driven narratives, which were praised by users & by specialized critique. Since then, I have been **mentoring** (and learning from) designers & leaders from around the world. Also, 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.

Awards

Information is Beautiful
• All the Government Barbecues, 2017
• Child Adoption Simulation, 2019

Other awards include ÑH, Sociedad Interamericana de Prensa, Data Journalism Awards *(shortlist)*, WAN-IFRA & Society for News Design.