

João Pedro Rodrigues

contacts

R. Anta de Aqualva, 7 R/C Esq
2735-459 Aqualva
PORTUGAL
+351 96 536 7003
joao.pedro.rodrigues@gmail.com
www.joaopr.com

skills

USER EXPERIENCE

User Research
Contextual Design
Service Design
Interface Design
Usability Evaluation & Testing

HCI Methods

Research:

Contextual Design
Surveys & Interviews
Shadowing
Modeling

Personas & Scenarios
Customer Journeys
Service Blueprints

Ideation & Design:

Affinity diagrams
Brainstorming
Bodystorming
Storyboarding
Rapid Prototyping
Wireframing

Evaluation:

Think Aloud
Cognitive Walkthrough
Keystroke Level Modeling
Heuristic Evaluation

Communication:

Oral & visual communication
Sketching
Videosketching

PROGRAMMING

HTML, CSS, Javascript, AJAX
XML; XSLT, Webservices
PHP, PERL, Java, SQL
Linux, FreeBSD, Windows,
OSX

SOFTWARE

Photoshop, Illustrator,
InDesign, Dreamweaver,
Eclipse, Visio, Omnigraffle.

Languages

English: Fluent
French: Intermediate
Spanish: Intermediate

profile

User Experience designer, Web developer and former biologist. The Master in Human-Computer Interaction, provided me the knowledge and skills to perform User Research and user-centric design to complement my eight-year experience in web application development. I am highly motivated to work in fast-paced multidisciplinary teams on large scale projects. My strengths reside in the analysis of User Research and in the generation and validation of concepts that translate the user needs and stakeholder requirements. As a web developer I have led and trained development teams, designed and implemented web applications for large Portuguese clients in public administration, television and advertising media and national airlines. My current interests reside in Service and Interaction Design.

education

Carnegie Mellon University/Universidade da Madeira Aug08-Dec09 Master of Human-Computer Interaction

Dual-degree master programme from the CMU|Portugal partnership.

Capstone Project: "Sapo Kids" - designing a fun and safe exploratory concept for a children's website. Roles: Technical Lead and Client Liaison. Performed: User Research (contextual design, participatory design), modeling, ideation, interface and interaction design, paper and hi-fi HTML prototyping.

Service Design Project: "Loja do Cidadão" - improving the waiting experience in public services. User research, modeling, brain/bodystorming, enactments, prototyping, video sketching.

Faculty of Science, University of Lisbon, Portugal Oct93-Nov98 Licenciatura em Biologia Microbiana e Genética

Five-year degree in Microbiology and Genetics. Capstone project: "Intravenous Gene Delivery with Polyethylenimine (PEI)", a one-year research project in Gene Therapy at the Laboratoire de Physiologie Générale et Comparée, Muséum National d'Histoire Naturelle, Paris, France.

professional experience

Senior Consultant since Jan10 Portugal Telecom

User Research, Benchmarking, Wireframing, Usability Evaluation and Testing (Think Aloud), Interface and Interaction Design. Projects included a convergent selfcare website, a mobile banking web application and a cloud computing management interface.

Senior Consultant / Web Developer May07-Jul08 SAPO, Portugal Telecom / Novabase (outsourcing)

Designed and implemented web applications, managed databases, for a contextual advertising platform for the largest Portuguese web portal and search engine, SAPO.

Senior Web Developer Jan07-May07 Mr.Net – Serviços Informáticos, Lda.

Website, CMS and backoffice application development for the national television network RTP and the airlines SATA and TAP. Trained technical teams in PHP and the SiteSeed CMS software.

Senior Web Developer

Jun06-Dec06

Domusvenda, S.A.

Developed an integrated information system to manage non-performing loans, providing lawyers and financial analysts with CRM and document management tools.

Lead Web Developer

Sep05-Jun06

Media Capital Outdoor

Trained and led the Web development team.

Information architecture, functional specifications, interface design, and development of an integrated information system to support CRM, marketing, financial and operational teams in an outdoor advertising firm.

Web Developer

Sep01-Sep05

Mr.Net – Serviços Informáticos, Lda.

Team Lead for project Kontor — web-based CRM and document management for law firms.

Core developer on the Siteseed CRM team.

Information Architecture, database management and development of numerous websites over the Siteseed CMS platform. Relevant clients include television networks RTP and SIC, and governmental institutions like the Ministry of Justice and portuguese tourism institutes.

Profissional trainer

2002-2005

GOCEPI – Gestão, Organização, Consultadoria, Estudos, Projectos e Inovação, Unipessoal, Lda.

Trained MS Windows/ Office courses for professionals of different industries. 175+ hours.

Events and training

UXLX 2010, Lisboa

International User Experience conference.

Service Design Conference 2009, Madeira

Service Design Network annual conference – volunteer.

Digital Entertainment Jam 2009, Pequim

International Workshop and showcase of digital entertainment.

CHI 2009, Boston

ACM SIGCHI annual conference on Human Factors in Computing Systems.

Web2.0 Expo2007, Berlin

O'Reilly's annual conference in Web2.0 technology and trends.

IEFP Training Certification, 2002, Lisbon

To become a certified trainer I attended a government-certified 108-hour course at CECOA - Centro de Formação Profissional para o Comércio e Afins.