

João Pedro Rodrigues

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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
Prototyping
Wireframing

EVALUATION & TEST

Think Aloud
Cognitive Walkthrough
Keystroke Level Modeling
Heuristic Evaluation

COMMUNICATION

Oral & visual communication
Sketching
Videosketching

DEVELOPMENT

RWD: HTML5, CSS3, SASS, JS, jQuery;
PHP, Yii framework;
Objective-C, PERL, Java, Grails;
MySQL
Git, SVN, CVS
Arduino, Processing
macOS, Linux, FreeBSD, Windows

SOFTWARE

Balsamiq, Omnigraffle
Sketch
Illustrator, Photoshop, InDesign
Principle
Textmate, Eclipse, IntelliJ IDEA, vi;
Unity (learning)

languages

English: Proficient (Cambridge CPE)
French: Intermediate
Spanish: Intermediate

other interests

Photography and Cinema
Science
Travelling
Running

profile

Enterprise Digital Product Designer with a solid foundation in User Experience Design, HCI and 10+ years experience as a Full Stack Developer building enterprise web and mobile applications.

From my background in science, I inherited a critical and analytical mindset that I combine with the skills learned in the Master in Human-Computer Interaction at Carnegie Mellon University, into an agile, data-driven, user-centered design approach.

In the course of my career I have led, trained and worked with development and design teams to help dozens of companies, in a wide range of industries, envision and create top-of-the-class digital products and services that empower businesses and users love.

Today I keep learning about how Enterprise UX is embracing the challenges of Design Strategy in Agile organizations and the impact of emerging technologies like VR/AR/MR.

education

Master of Human-Computer Interaction

Carnegie Mellon University/Universidade da Madeira

August 2008 – August 2011

PITTSBURGH (USA) / MADEIRA (PT)

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

Capstone Project: "Sapo Kids" - designing a fun and safe exploratory concept for a kids website. Roles: Technical Lead and Client Liaison. 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.

Licenciatura em Biologia Microbiana e Genética

Faculty of Sciences, University of Lisbon, Portugal

October 1993 - November 1998

LISBON (PT) / PARIS (FR)

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

professional experience

Senior UX Designer

Wodify (wodify.com)

August - December 2016

LISBON (PT), PHILADELPHIA (USA)

Product design of the Wodify web and mobile SaaS applications. Lead designer of the flagship Personal Services project, among several other features. User research and agile UX methodology for fast design and validation iterations over rich-content wireframes and prototypes.

UX Expert

OutSystems (outsystems.com)

January - June 2016

LISBON (PT)

UX Expert consultancy in the Services Delivery UX/UI Team. Delivered dozens of UX Concepts, Usability evaluations and PoC designs for clients, partners and internal development teams, using an agile UX methodology to fast requirements gathering, iterative design, concept validation and testing. Projects ranged from one day to 3 weeks duration, in industries as diverse as healthcare, pharma, insurance, banking, shipping and logistics, aerospace.

Senior UX Designer

OutSystems (outsystems.com)

July 2014 - December 2015

LISBON (PT)

Product design of the OutSystems platform: as a member of the R&D UX team I was responsible for the developer experience on this RAD platform. Lead UX in the OutSystems Analytics dashboard project – the flagship feature of the 2015 Outsystems Platform 9 Bali release.

UX DeveloperMaria Design (maria-design.pt)

March – July 2014

LISBON (PT)

Design and development of web applications and interactive digital experiences on mobile devices for clients in the pharma industry.

UX Designer / DeveloperRifl media / Takeit.to (takeit.to)

November 2013 – February 2014

LISBON (PT), BESANÇON (FR)

UX Design, Frontend lead developer, in a startup launching a web/mobile SaaS and social network for creative professionals. HTML5, CSS3/Compass, JS, backend in Java Grails MVC framework .

Team Leader / Developer

YMOBIZ

June – October 2013

LISBON (PT)

Leader of the development team in a startup company. Project management, UX design, IA, frontend and backend development of web-based enterprise applications.

UX Designer / DeveloperKWAMECORP (now Impossible - impossible.com)

November 2012 – March 2013

LISBON (PT), SAN FRANCISCO (USA)

User Experience and interface design for mobile applications. Project management, interface design and frontend development of web applications.

Co-Founder / Lead Designer and Developer

LabTagz

July 2012 – March 2013

LISBON (PT)

Startup project of a SaaS laboratory equipment management system. User research in scientific laboratories, software design and development. Participated in the Beta-i and Founders Institute startup programs. Award-winning best pitch at the Silicon Valley Comes to Lisbon 2012 event.

UX Designer / UI developer

Portugal Telecom

January 2010 – August 2011

LISBON (PT)

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 DeveloperSAPO, Portugal Telecom / Novabase (sapo.pt)

May 2007 – July 2008

LISBON (PT)

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

Senior Web DeveloperDomusvenda, S.A. (grupodomus.pt)

June – December 2006

LISBON (PT)

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

Lead Web DeveloperMedia Capital Outdoor (now MOP - mop.pt)

September 2005 – June 2006

LISBON (PT)

Trained and led the development team in an outdoor advertising firm. IA, UI design, development of an integrated information system to support CRM, marketing, finance and operations.

Full-Stack Web Developer

September 2001 – September 2005 / January – May 2007

MR.NET (now Full IT - fullit.pt)

LISBON (PT)

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 and enterprise applications. Clients included television networks RTP and SIC, airlines SATA and TAP, the Ministry of Justice and the Portuguese Tourism.

Professional trainer

2002 – 2005

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

Certifications

Nielsen Norman Group UX Certification (UXC#1011044), Feb, 2016

NN/g London Usability Week, Nov 2015 – London

Advanced training and certification in usability and user experience. Courses: "Complex Applications and Websites", "Agile Development & UX", "Managing UX", "Personas", "User Research Methods"

IEFP Training Certification, 2002, Lisbon

Professional training certification course (108 hours).

Cambridge English: Proficiency (CPE), British Council, 1993, Lisbon

Cambridge English highest-level qualification for non-native speakers.

Events and Training

UXLx 2017, Lisbon

International User Experience conference.

Web Summit, Nov 2017, Lisbon

"Europe's Largest Technology Marketplace".

UXLx 2015, Lisbon

International User Experience event. Workshops: "Web Analytics for User Experience"; "Hypothesis Writing for Lean UX", "Humans, consumers, customers and users".

Global Service Jam 2013, San Francisco

Worldwide Service Design event.

Founder Institute, Dec 2012- Feb 2013, Lisbon

Beta-Start V – Sea & Life Sciences, Sep-Oct 2012, Lisbon

Startup acceleration programmes. Project: LabTagz, a SaaS laboratory management system.

Global Service Jam 2012, Madrid

Worldwide Service Design event.

UXLx 2010, Lisbon

International User Experience conference.

Service Design Conference 2009, Madeira

Volunteer at the Service Design Network annual conference.

Digital Entertainment Jam 2009, Beijing

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 annual conference in Web2.0 technology and trends.