VINICIUS
FERREIRA

RESEARCH · DESIGN · BUILD

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EDUCATION

2022
Google UX Design Professional Certificate
Google, United States

2016 - 2022
PhD in Computer Science (Human-Centered Computing)
Federal University of Sao Carlos, Brazil

2013 - 2015
MSc in Computer Science (Human-Centered Computing)
Federal University of Sao Carlos, Brazil

2011 - 2012
MBA in Web & Mobile Development
Federal University of Sao Carlos, Brazil

SKILLS

Discovery/Ideation
Miro, Mural, ProtoText, EasyRetro

Prototyping
Figma, Adobe CC, Sketch, Framer, Uizard, Balsamiq

Research/Analysis
Maze, Hotjar, UserTesting, UserZoom, ATLAS.ti, NVivo, Dovetail, UserVoice, SPSS, SciSpace, Scholarcy

Reporting
Notion, Notably, AirTable, Github

Analytics
Google Analytics, UX Metrics;
Python: Pandas, Numpy, Matplotlib;
JavaScript: Vega-Lite, Leaflet

Programming languages
HTML5, CSS3, JavaScript, ReactJS;
C++, Java, Python, R, SQL

LANGUAGES

English: Highly proficient (TOEFL)
Brazilian Portuguese: Native speaker

Portfolio: ImVinicius.com

PROFILE

UX and IT professional with know-how in project management, research, and design. Worked on more than 15 projects and authored 20 academic papers on Design and UX. My focus is on using the design thinking process to create value-added experiences for internal staff, contractors, and clients through innovative solutions that meet the users' needs.

EXPERIENCE

August 2022 - March 2023
Senior UX Researcher at **BDev Ventures,** San Francisco - CA, United States
Conducted 5 UXR projects to improve the experience of internal staff and clients:
- For the internal team, I investigated how to improve the handover process in the lead journey, the design of manager dashboards, and file management across teams;
- On the client side, I planned and carried out a product discovery related to Outbound Sales and facilitated a Lean Project Canvas workshop as a first step towards the design of a product-service;
- Used the HCI best practices to define, plan, and conduct the research methodology, and deliver the results of the analysis, highlighting the insights, opportunities, and impact on the KPIs;
- Adopted tools like Maze and Dovetail to conduct moderated/unmoderated tests, and Lean UX Research strategies to document and deliver research progress.

October 2019 - August 2022
Senior UX Designer/Researcher at **Itera AI Solutions,** Sao Carlos - SP, Brazil
Coordinated the market research and design process of state-of-the-art AI solutions with stakeholders. For the main project, I:
- Discovered/designed an AI platform for financial market (i.e., banks, insurance companies etc.);
- Planned a proof-of-concept validation;
- Established the platform design system in Figma and ReactJS;
- Investigated the user journey through shadowing;
- Assessed how to improve user productivity using moderated tests;
- Conducted subsequent discoveries for new features;
- Handled the product roadmap.
As a result, the company won several awards and new clients.

October 2019 - Present
Research Associate at **UXLeris,** Sorocaba - SP, Brazil
Developed qualitative research on design process, agile methods, lean documentation, and lean UX.

September 2018 - September 2019
Research Internship at **Human Communication Technologies Lab,** Vancouver - BC, Canada
Improved my research skills and cooperated with the lab colleagues' projects on mixed reality.

January 2014 - July 2014
Research Internship at **Graphics and Experiential Media (GEM) Lab,** Halifax - NS, Canada
Worked on research projects exploring mixed reality, smart UIs, privacy, and public interventions.

December 2011 - May 2012
Digital Accessibility Specialist at **SEaD-UFSCar,** Sao Carlos - SP, Brazil
Orchestrated accessibility solutions for online courses using audio description and semantic web.

April 2011 - September 2019
HCI Researcher at **Advanced Interaction Lab,** Sao Carlos - SP, Brazil
Worked on projects involving urban computing applications, privacy, emotions, and common sense.

AWARDS

Mega Hack 2020: Overall Winner at the Largest Hackathon in Latin America.

Emerging Leaders in the Americas Program: Scholarship from Canadian government to develop the next generation of leaders in the Americas.

Todos@web: Awarded for making free online courses accessible for the blind and deaf.