

# Daniela Gobbo

UX Designer

[www.danielagobbo.com](http://www.danielagobbo.com)

## CONTACT

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## EDUCATION

- **M.S. Human Computer Interaction / Design**  
Indiana University, Bloomington, IN  
May 2016
- **Bachelor in Architecture and Urban Planning**  
University of Brasilia, Brazil  
May 2013
- **Study Abroad**  
Technical University of Lisbon, Portugal  
February-June 2011

## PUBLICATION

- **The Panda Hat of Doom: CHI 2016**  
- Case study published at CHI EA '16: Proceedings of the 2016 CHI Conference Extended Abstracts on Human Factors in Computing Systems.  
Available at: ACM Digital Library.

## SKILLS

 Photoshop

 InDesign

 Illustrator

 Keynote

 Sketch

 Axure

 Invision

 AutoCAD

## EXPERIENCE

- **UX Researcher**  
*Institutos Lactec, Curitiba, Brazil*
- **July 2016 - now**
  - Plan script and scenarios for tests
  - Moderate and observe usability tests
  - Write reports for the client
- **Associate Instructor**  
*Indiana University, Bloomington, IN*
- **Spring 2016 - I400: Technology Innovation**
  - Advise students and provide feedback on innovation projects
- **Fall 2015 - I202: Social Informatics**
  - Lead a weekly discussion session with 25 students
  - Grade assignments, projects and quizzes
- **Spring 2015 - I300: HCI / Interaction Design**
  - Advised undergraduate students in HCI projects
  - Graded assignments, projects and presentations.
- **Host - Designer Hangouts**  
*Indiana University, Bloomington, IN*
- **January 2015 - May 2016**
  - Organize a weekly talk with professional designers for the Master's students

## METHODS

Pen and paper

Storyboard

Personas

Surveys

Affinity Diagram

Usability Tests

Prototyping

Storytelling