

Rodrigo de Andrade Maués

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Profile

I strive to create intuitive, simple and consistent cross-channel user experiences from conception to implementation. With over 5 years of experience in user experience design and research, I am always looking forward to expand my knowledge, experience new challenges, and find practical and creative ways to solve several problems.

Skills

Wireframes, User Research, Usability Testing, Personas, User interviews, Competitive Analysis, Interaction Design, Information Architecture, Mobile User Experience, Responsive and Adaptive Design, Material Design, Apple Watch and Android Wear design, Java, Objective-C, Adobe Flash, Sketch, Native Portuguese, Fluent English, Advanced French and Advanced Italian

Work Experience

May 2015 - Present: Meatless - São Paulo, Brazil

UX Designer & Co-Founder

- Responsible for designing the visual identity and logo of the company
- Created the entire user interface of the Android and iOS app, including conceptualization, wireframes, visual design, and front-end development

July 2013 - Present: Ingresso - São Paulo, Brazil

UX Designer & Mobile Application Developer

- Led a design team responsible for our web products, including two fully adaptive redesigns
- Responsible for building a culture of research, conducting user research activities, including user interviews, proto-persona workshop, surveys, expert reviews, preference tests and usability tests
- Created the entire user interface of all the Android and iOS apps, including conceptualization, wireframes, visual design, and front-end development
- The Android app was one of the 10 best apps selected in AppCircus São Paulo, an award hosted by Google Brasil
- The iOS app won as mobile cash case app in Oi Tela Viva Móvel 2015 award
- Ingresso Backstage app for Android and iOS was one of the 5 finalists of the 12th annual Meffys award for best enterprise app

September 2012 - March 2014 (1 year and 7 months): Petrobras - Rio de Janeiro, Brazil

HCI Researcher

- Created low- and high-fidelity wireframes to layout interfaces of enterprise web applications

January 2012 - March 2012 (3 months): Ingresse - Manaus, Brazil

Mobile Application Developer

- Responsible for designing and developing an Android app to allow organizers to manage the points of entry of their events

January 2011 - March 2011 (3 months): AIESEC in Bari - Bari, Italy

Volunteer

- I was part of an international team of 8 people from 6 different countries, and we were responsible for organizing events to promote our cultures, to talk about sustainability projects, and also to promote the recruiting process of the local AIESEC committee
- I was also responsible for organizing and teaching free English classes to local university students once a week

May 2009 - September 2010 (1 year and 5 months): FUCAPI & INdT - Manaus, Brazil

Software Developer Intern

- I was responsible for developing new commercial and academic projects using new Nokia technologies for desktop and mobile platforms
- Designed and developed prototypes of an indoor Bluetooth-based localization system in C++, using the Qt framework

February 2009 - February 2010 (1 year): AIESEC in Manaus - Manaus, Brazil

Volunteer

- I was responsible for all the processes of arrival of exchange students, including legalization, accommodation, cultural preparation and integration in the local community
- For 4 months I led a 4 people team responsible for the second recruiting process in the history of AIESEC Manaus

Education

- 2012 - 2014: Master's degree in Human-Computer Interaction - Pontifical Catholic University of Rio de Janeiro (PUC-Rio) - Rio de Janeiro, Rio de Janeiro, Brazil
- 2008 - 2011: Bachelor's degree in Computer Science - Federal University of Amazonas (UFAM) - Manaus, Amazonas, Brazil

Additional Information

- I have 6 international academic papers published
- I love drawing, especially caricatures, and I even started once my own business of digital caricatures after attending Empretec (entrepreneurship course created by ONU) in Sebrae Manaus
- I love to travel and to learn about new cultures and languages