

Joel Rodrigues

UX Designer and Researcher

jrodux.co.uk

jrodux@gmail.com

+44 (0) 776 949 6374

UK resident

SKILLS

HCI Methods

Design Sprints (GV adpt)
Competitive Analysis
Heuristic Evaluation
Contextual Inquiry
Think Aloud
Card Sorting
Affinity Diagramming
Personas / Scenarios
Customer Typology
Wireframing
Storyboarding
Usability Testing
Iterative Evaluation
Rapid Prototyping
A/B Testing
Statistics
Surveys

Design Tools

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Premier
Sketch App
InVision / Marvel
Axure RP
Lookback
Origami

Programming

HTML5
CSS3

Languages

Portuguese (Native)
English (Fluent)

Coursework

User-Centered Research
Interaction Design Studio
Method. of Visualization
Ubiquitous Computing
Smart Agents (AI)
Programming User Interface
Service Design
Human Factors
Cognitive Psychology
Design Studio

Awards - First place

Ericsson Application Awards 2013, with Sun Monitor app & service.

EDUCATION

Carnegie Mellon University (USA) | m-iti

Class 2016

Master of Human-Computer Interaction (MHCI Dual Degree)

Madeira Interactive Technologies Institute (PT)

Class 2013

Post-Graduation in Human Aspects of Technology (Human Factors)

University of Madeira (PT)

Class 2012

Bachelor of Science in Psychology

WORK EXPERIENCE

June 2016 - September 2016

m-ITI - Step by Step: Evaluating the User Experience in Mixed Reality Storytelling enhanced by Motion Tracking - Usability Researcher Intern

My responsibilities were to recruit users, plan the structure of the experiment session, conduct the experiment, assist in the decision of which validated scales best fit the study purposes, collate the data, help with data interpretation and, build all the materials/resources necessary to perform the study. This work resulted in a article for CHI2017 (in peer review status).

August 2013 - December 2013

CereProc - PT Phonetics and Speech Lead and Software Engineer

I was part of an interdisciplinary team tasked to produce a Portuguese Text-to-Speech system for CereProc, using speech engine CereVoice. The voices I created were Lucia (PT-PT) and Gabriel (PT-BR). Currently Lucia is being used at Gatwick Airport, UK.

PROJECTS

MHCI Capstone Project with EXICTOS - User Research Lead and UX / UI Designer (<http://elementary.m-iti.org/>)

Designed a solution to improve consumer banking experience: Echo is a transparent banking application that uses learning and prediction to better serve its users. Echo provides clear, manageable and insightful information about users' finances, and promotes both foresight and user empowerment. Employed various HCI methods for user research, prototyping, usability testing, documentation and algorithm creation for the different states and application resources of Echo.

Crescendo - UX / UI Designer and User Researcher

Aims to provide children with High Functioning Autism and their carers with a communication tool. Crescendo guides caregivers on how to teach and stimulate their child through a virtual environment that mimics the real world. Article published at ACM, DOI: [10.1145/2930674.2935997r](https://doi.org/10.1145/2930674.2935997r)

Sun Monitor - Service Designer and Market Researcher

A Solar Panel (SP) output monitor, that provides accurate, on-the-go readings to users, and helps collect community SP data to aid energy companies adequate fossil fuel consumption, by correlating potential and transferable SP power to national grid with expected consumption, in order to reduce fossil and renewable energy waste.