

# ADRIANA TAVARES

## Interaction, User Experience and Graphic Designer

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### SKILLS

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- Eleven years of user experience design, interaction design, information architecture and graphic design.
- Experience with web sites and interactive TV, touch screen and gesture-based software applications.
- Seven years focused on interactive TV and convergence media design.
- Experience with and abreast of user-centered design processes and usability practices.
- Practice in managing and coaching designers on design processes and projects.
- Self-motivated, wildly creative, confident, meticulous and able to balance exceptional design and short deadlines.
- Strong interpersonal skills and ability to communicate ideas, detailed designs and processes clearly.
- Proficiency with design and prototyping tools, such as PhotoShop, Illustrator, Visio, OmniGraffle, Dreamweaver, Flash, Power Point, Word and After Effects.
- Passion for innovation and digital interaction.

### PROFESSIONAL EXPERIENCE

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11/2008 to Present

**User Experience and Graphic Designer Consultant**, self employed

- Providing user experience, information architecture, interaction design and graphic design to clients including DirecTV and others.

10/2006 to 11/2008

**Senior User Experience Designer**, Schematic Inc., Los Angeles, CA

- Create the user experience design of cutting-edge interfaces for interactive TV, touch screen, web and mobile.
- Select through design processes and create deliverables, such as personas, use cases, user scenarios, task flows, wireframes, process flows, application maps, functional specifications, among others.
- Define navigation, functionality, nomenclature and page structure.
- Work closely with clients through discovery and architecture phases.
- Serve as the lead User Experience Designer on projects, keeping the UX vision in focus.
- Mentor and train user experience designers in the various deliverables and processes.
- Participate in business development, including pitches, scoping and planning.
- Build consensus among the discipline leads on projects and document decisions.

07/2004 to 10/2006

**User Interface Designer**, Aptiv Digital Inc. (formerly Pioneer Digital Technologies), Burbank, CA.

- Produced design specifications, graphical user interfaces, and video animations for cable set-top boxes' interactive TV software applications.
- Produced and conducted competitive analyses, user requirement specifications, task analyses, scenarios, system architectures, wireframes, prototypes, among others usability practices.
- Conceived and participated in innovative services' definition ensuring business goals support.
- Worked closely with development team to ensure design specifications' implementation.
- Adapted user interfaces of a set-top box software application to the Internet.

06/2002 to 06/2004

**Creative/User Interface Director**, LSF Network Inc., San Francisco, CA.

- Oversaw all creative and user experience aspects of LSF Network's web sites including functionality requirement gathering, user analysis, information architecture, wireframe, prototype, graphical interface design, Flash animation, and style guide.
- Improved products' revenue by applying usability methods to existing products.
- Improved products' conversion rates based on focus groups and market research analyses.

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| 10/2001 to 05/2002 | <p><b>Creative and Production Manager</b>, Withitgirl Inc., San Francisco, CA.</p> <ul style="list-style-type: none"> <li>• Managed production team and maintained an online magazine and store.</li> <li>• Created online campaigns ensuring low file size and business' goals.</li> <li>• Implemented HTML while adhering to content management system specifications.</li> </ul>   |
| 03/2000 to 07/2001 | <p><b>User Interface Designer</b>, Neoris S.A., Rio de Janeiro, Brazil.</p> <ul style="list-style-type: none"> <li>• Created concepts and graphical interface designs for web and non-web applications.</li> <li>• Worked closely with Information Architects to define web site architecture and wireframe.</li> <li>• Applied brand strategy to improve client's brand presence online.</li> <li>• Led an experimental study group about new technology and design trends.</li> </ul> |
| 08/1998 to 02/2000 | <p><b>User Interface Designer and Web Producer</b>, Tibet Filme, Rio de Janeiro, Brazil.</p> <ul style="list-style-type: none"> <li>• Oversaw all phases of web sites' development including functionality requirement gathering, information architecture, wireframe, graphic interface design, HTML, and Flash programming.</li> <li>• Edited videos using Flint, Smoke, and AVID tools.</li> </ul>   |
| 07/1997 to 07/1998 | <p><b>Print Graphic Designer</b>, Linha &amp; Verbo, Rio de Janeiro, Brazil.</p> <ul style="list-style-type: none"> <li>• Conceptualized and created corporate identities, brochures, packaging, magazines, and posters.</li> <li>• Involved in all phases of print media production.</li> </ul>  |

## TEACHING EXPERIENCE

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Winter 2010, The Art Institute of California - Hollywood  
 Course: Interaction Design for Entertainment

## EDUCATION

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| Master of Fine Arts   | <p><b>M.F.A. in New Media.</b> Graduated with outstanding performance (4.00 GPA).<br/>         Master's thesis project: iyrO, an Interactive Home Media Center and a Convergence Media study.<br/>         Academy of Art College, San Francisco, California, U.S.</p> |
| Bachelor of Fine Arts | <p><b>B.F.A. in Graphic Design.</b> Graduated with honors.<br/>         Federal University of Rio de Janeiro, Rio de Janeiro, Brazil.</p>  |

## AFFILIATION & MEMBERSHIP

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- Interaction Design Association (IxDA), an organization and discussion network for the practice of interaction design.
- ACM SIGCHI/LA-CHI, Los Angeles chapter for computer-human interaction and user experience.
- UsableiTV, a discussion network for human factors issues on iTV.
- Academy of Television Arts & Sciences, Interactive Media Peer Group