

Inês Dias

USER EXPERIENCE DESIGNER

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<http://inesdias.pt>

SKILLS PROFILE

- Problem solver: as a designer, it's expected that I will be able to work with all stakeholders in a project — and dealing with their goals and expectations — as well as to be able to solve multiple problems while still keeping focus on the user, design and usability principles.
- Methodical design process: A well-defined, but also flexible, process is what enables great results.
- Communication: The biggest myth in the field of design, in my opinion, is that good design sells itself. A designer should be able to present the solution by explaining why his/her decisions are able to solve a problem. Besides presenting (or selling), the designer needs to be able to understand and interpret the client's/team's feedback.

WORK EXPERIENCE

- **Aug. 2017 – current: User Experience and Interface Designer for Tangível**

Tangível is the first UX company to open in Portugal and since 2004 has worked with a variety of clients, from multinationals to fast-growing start-ups, in a wide range of sectors. The User Center Design methodology includes User Research and Usability Testing, in order understand the user's expectations and frustrations to define the best experiences possible.

Tangível - Instituto Pedro Nunes, Edifício E, sala 2.01, Rua Pedro Hispano, 3030 - 199 Coimbra, Portugal

- **Nov. 2015 – May. 2016: User Experience and Interface Designer for FBA**

I was responsible for defining all user experience aspects of a web interface that has the main goal of managing the accounting system for a client that has been in the software development business for 30 years. As a User Experience Designer, I was also responsible for redefining the interface focusing on user needs as well as software and business objectives. Main activities are defining the functional requirements, the interaction, interface and navigation design, the integration the visual design, and usability principals.

FBA - Ferrand, Bicker & Associados, Av. Emídio Navarro 91, 3000-151 Coimbra, Portugal

- **Aug. 2011 – Aug. 2015: User Experience and Interface Designer for the Future Mobility Survey for FCT (Fundação para a Ciência e Tecnologia) and SMART (Singapore MIT-Alliance for Research and Technology, Singapore).**

The main goal of the FMS was to develop tools that can register and validate the individual mobility information, part of a travel survey. The requirements were then converted into web and mobile applications where design principles, interaction and usability guidelines were applicable. This work was the subject of my final master's thesis entitled "Design applied to travel surveys".

My main responsibilities were:

- Interpret stakeholder needs into effective design solutions, mainly from the mobility modelers/engineers.
- Define and communicate the user experience guidelines based on requirements inputs. This includes: sketches, workflows and interaction guidelines.
- Design solutions that meet measurable project goals.
- Conduct user research, concept testing and usability testing.
- Bring inspiring ideas and motivation into a collaborative team.

SMART Headquarters, 1 CREATE Way, #10-01 CREATE Tower Singapore 138602/ FCT, Av. D. Carlos I, 126, 1249-074 Lisboa, Portugal

- **Feb. 2011 – May 2011: Computer Science Instructor**

Advanced level training of Microsoft Excel (50 hours) and basic level training in Internet, Microsoft Word and Microsoft Excel (16 hours).

PSIDUCA — Centro de Intervenção Psicológica e Formação, Rua de Baixo, nº21, Casa Branca, 3030 - 180 Coimbra, Portugal

- **Sept. 2006 – Sept. 2009: Quality Assurance Engineer**

[Change Management] Support / management changes. Requirements survey about changes to the infrastructure. Definition of the Change and Configuration Management process.

Logica, Centro de Finishing, R. Particular da EDP (à Rua Cidade de Goa), 11, Apart.

116, 2685 - 964 Sacavém Loures, Portugal

[Configuration Management] Configuration management responsibility throughout the lifecycle of a project, for example, version management, space management, collections management and packing, baselines management, integration support / management of new projects, production management, process control and audit.

Sonae.com, Edifício Mar Mediterrâneo – Parque das Nações, Av. D. João II Lote 1.06.04, Portugal, 1990 - 095 Lisboa

[Internship in Quality Engineering] Training in international quality certifications applicable to Critical Software. Software Quality Assurance responsibilities in order to guarantee that internal projects are being accomplished according to Quality Management System. Maintenance and improvement of the Quality Management System

Critical Software, S.A., Parque Industrial de Taveiro, 3045-504 Coimbra, Portugal

EDUCATION

- Sept. 2009 – July 2012: Master of Design and Multimedia at Faculty of Science and Technology, University of Coimbra
- Oct. 2000 – July 2007: Master of Computer Engineering in the Faculty of Science, University of Lisbon (6 months Erasmus Programme in University of West Bohemia, Pilsen — Czech Republic).

CERTIFICATIONS

- On-going: Google UX Design Professional Certificate, by Coursera.
- 2021: Become a UX Designer from Scratch, by IDF.
- 2021: Human-Computer Interaction, by IDF.
- 2021: User Experience: The Beginner's Guide, by IDF.
- 2020: Design Thinking: The Beginner's Guide, by IDF.
- 2019: UX Certificate, by Nielsen Norman Group.
- 2016: User Experience Course (20 hours), by Tangível.
- 2015: iOS & Objective-C (66 hours), by Flag.
- 2015: User Experience Course (36 hours), by Ideias e Imagens.

PUBLICATIONS

- 2014: Dias, I., Pereira, F., Cottrill, C., Zegras, C., Ben-Akiva, M., "Design and usability concepts applied to a web-based prompted recall survey", The 10th International Conference on Transport Survey Methods, to be held November 2014 in Leura, Australia.
- 2013: Cottrill, C., Pereira, F. C., Zhao, F., Dias, I., Lim, H. B., Ben-Akiva, M. and Zegras, C. "The Future Mobility Survey: Experiences in developing a smartphonebased travel survey in Singapore". Transport Research Board (TRB) annual meeting. Washington, D. C. January 2013.

COMPETENCIES

- Languages: Portuguese, mother tongue and English, independent user.
- Technical competences + tools: User Research: Users Interviews, Field Studies, Usability Expert Reviews, Wireframing and Prototyping, Interaction Design, Visual Design, Interaction Design, User Testing, Usability Testing, Sketch + Balsamiq Mockups
- International experience
- 1998 — Ireland in a summer English course / 2006 — Czech Republic in Erasmus program / 2011/2014 — Singapore in the iTEAM project + SMART.
- Other skills and competences:

Diving Course (PADI Advanced Open Water) in 2013 and I've dived in Portugal, Tunisia, Thailand, Mexico and Malaysia.

Sport: Practicing of swimming from 88 to 96, and participation in national competitions in Portugal. Brown grad (first kyu) in Judo, practice from 95 to 98, and participation in competitions in Portugal and Spain.