

Juliana Gaiba

Interaction Design Lead

Fjord Madrid

Jun 2015 – Present | Madrid, Spain

Responsible for Fjord Madrid's studio's Interaction Design craft output, ensuring each deliverable is of the highest quality. I partner with Group Service Design Director & HR to identify new talent and take an active and lead role in the hiring process. I regularly support client projects as the senior craft designer on the project team and mentor all design team members and encourage their growth and creative development. I facilitate and contribute to the creation, adoption and improvement of design 'patterns' and guidelines and their consistent deployment across various projects. Clients: Intesa Sanpaolo Bank (Italy's largest bank), Bupa (Sanitas Spain), Sabadell Bank.

User Experience Lead

Telefonica Global R&D

Jan 2014 – Apr 2015 | Madrid, Spain

Lead the interaction design team at the Experience Design area for Media Services. Participated in design projects for TV services using different STBs technologies: Hybrid (Sat+ IPTV), IPTV (IPTV) and OTT video services. Concept and launch GO, a video on demand + live TV service for PC, tablet & mobile devices available for all Telefonica's TV customers in several markets (Movistar in Spain and LATAM and Vivo in Brazil).

User Experience Lead

Telefônica | Vivo - R&D

Oct 2011 – Nov 2013 | São Paulo, Brazil

Found and led Telefonica's UX area in São Paulo, integrating teams and project activities from Spain (Barcelona & Madrid) and UK user experience offices. Participated in the concept and launch of a innovation pilot in Brazil focusing on empowering women through ICTs in collaboration with Madrid and Barcelona's UX teams. Video products: launched mobile/tablet applications (Android and iOS) and websites for Vivo Video products. Led innovation projects to improve customer's experiences. Fleet management and M2M systems: business model generation and digital strategy for Vivo's fleet management system oriented to SMB customers using Sascar's vehicle monitoring technology.

User Experience Lead

HUGE Inc.

Nov 2010 – Aug 2011 | Rio de Janeiro, Brazil

Responsible for user research and experience design at HUGE's Brazilian branch, was one of their first hires when founding the office.

Developed a digital strategy project for Itaú, the largest bank in South America. Website and Internet Banking completely redesigned. Launched in 2012, the website had very positive response from customers and great impact in the business.

Juliana Gaiba de Almeida

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[Online portfolio](#)

[Linkedin profile](#)

SUMMARY

I focus my work on understanding systems, people, and technology to design meaningful products for some of the world's most influential brands. Working for over than 12 years in the design field, I have a great understanding of the design process, end to end: from research to ideation, concept definition, validation and implementation.

My work is based on designing cohesive, user-centric products and services for a wide range of channels (browsers, mobile, TV, physical spaces, connected devices) for clients from diverse industries such as retail, finance, health, M2M, entertainment and R&D. Prior to joining Fjord I lead design teams at Telefonica, HUGE, and Nokia.

SPECIALTIES

Design strategy, research, branding, product strategy, interaction design, information architecture, user experience design, information design, service design, creative direction, mobile.

TECHNICAL SKILLS

UI documentation, taskflows, wireframes, content diagrams, prototypes, sitemaps and UI specifications. Heuristic evaluation, usability studies and benchmarks, paper and HTML prototypes, card sorting and user diaries. Linux GUI. UI for keypad and touch screen mobiles (iOS, Android). TV (Sat & IPTV). Internet banking, e-commerce, Internet services and products. SCRUM practitioner.

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User Experience Manager

Predicta

Oct 2009 – Nov 2010 | São Paulo, Brazil

Responsible for the conception (both methodological and commercial) and management of user experience projects: research and interaction design. Management of design, conduction and analysis results of different types of user research studies. Responsible for defining the methodology which combines quantitative data to the user experience qualitative research, defining from metrics of interfaces performance and ROI, integrating both business intelligence and UX teams.

Main clients: iG, RedeTV!, VIACOM, Claro, Serasa Experian, Sebrae, Compra Fácil.

Interaction Designer & SCRUM Product Owner

Nokia Institute of Technology

Sep 2008 – Jul 2010 | Recife, Brazil

Interaction Designer working at SW&UI branch located in Recife. Performed the following activities as a Product Owner:

- Product Backlog management focusing a great user experience and ensuring that products meet great standards of usability and design excellence. User stories prioritization among business areas and stakeholders. Coordination of cross-functional teams for local and international projects.
- Creation of wireframes, sitemaps, definition of task flows and the participation on the definition of texts and layouts.
- Ensure successful implementation among front-end engineers and technical developers.

Designer and Usability Analyst

UOL

Jan 2008 – Oct 2008 | São Paulo, Brazil

Responsible for the conception and management of UOL products with emphasis on E-commerce. Product Owner of Shopping UOL and TodaOferta, online service of price comparison and online auctions service. Created information architecture documentation. Coordinated the development of strategic studies of competition (benchmarking) and usability studies.

Usability Analyst and Information Architect

Try Consultoria e Pesquisas

Nov 2004 – Aug 2007 | São Paulo Area, Brazil

Participated in diverse website usability research studies, employing several methodologies for a wide range of business. Main clients: Fiat, Volkswagen, Brastemp, Boticário, Editora Abril, Caixa, Unibanco, Fundação Roberto Marinho, UOL, iG, Lojas Marisa.

ACTIVITIES, TALKS & PAPERS

UPA - São Paulo Chapter

Local Director and founder

2009 - 2011

Promoted usability practices and networking for UX professionals: World Usability Day (2009, 2010).

Interaction South America

Recife - Nov/2013

Published paper: "O futuro do guia de TV: O reflexo das interações do usuário com conteúdo televisivo"

IxDA São Paulo Meetup

São Paulo - Oct/2013

Panel: Interaction Design

WIAD SP

São Paulo - Feb/2012

Talk: End-To-End User Experience

Campus Party

São Paulo - Feb/2012

Workshop: How not to screw with user experience

Wide Magazine

Issue 85 - Ago/2011

Interview: Usability tools

World Usability Day

São Paulo - Nov/2010

Panel: Usability and Language

EBAI - Encontro Brasileiro de

Arquitetura da Informação

São Paulo - Oct/2010

Talk: Digital Ethnography

EDUCATION

Universidade de São Paulo - USP

Postgraduate course, Market research
2013 – 2014

Postgraduate (lato sensu) at Escola de
Comunicações e Artes - USP

Centro Universitário SENAC

Bachelor, Graphic Design

2002 – 2007

Undergraduate research internship
program. Research field: Ergonomics.

LANGUAGES

English: Full professional proficiency

Spansih: Professional working
proficiency

Portuguese: Native