

**Profile**

UI Designer &gt; Information Architect &gt; Art Director

Experienced designer with balanced mix of management and creative production skills. Strengths: ability to manage artists and developers; strategic planner, structural and creative thinker. Areas of expertise: Information architecture, interface design, and animation. Art/creative direction for web, multimedia, digital products, print and broadcast. Very experienced on finding creative and elegant solutions for design, communication and informative challenges.

**Professional History****2001 NEC - Niteo Partners - Sr. Experience Designer . San Francisco, CA**

As a consultant for Niteo Partners, I lead a complete information rearchitect for Cal Fed Bank's web site. (To be launched in 2002)

**2000 Citron Haligman Bedecarré . Lead Information Architect . San Francisco, CA**

As a consultant for the advertising agency, I supervised the development of web-centered information architecture, by a third party studio. Served as a bridge between agency, client and vendors. Conducted user experience analysis regarding the integration between advertising media and online experience.

**1999-2000 Zefer Corp . Sr. Structural Designer. San Francisco, CA**

As a consultant, designed user-centered online experiences. Lead and assisted a team of information architects. Designed usable navigation and interface models. Created documentation systems and processes that eased project development for technical designers, visual designers, back-end programmers and clients. Projects include: iplanet.com, winebid.com, ishares.com, greenlight.com.

**1995-1999 NASA: Raytheon Systems and Sterling Software . Mountain View, CA**

Creative/art director of the Multimedia Research and Development Group at NASA Ames Research Center. Designed space science CD-ROMs, games and web sites, targeted at the education market, as well as public relations sites. Lead junior designers and programmers, providing vision, direction and structure. Developed user interface, visual design, and information architecture. Researched emerging technologies, fostering the development of multimedia software technology. The CD-ROM "Mars Virtual Exploration" received awards and was patented by NASA.

**1993 Candido Mendes Cultural Center . Curator and Art Director . Rio de Janeiro, Brazil** As the Curator of the International Atlantic Virtual Reality Conference, selected guests, designed and organized events, shows and installations. Conducted a broad search and selection of brazilian computer artists for the Atlantic Digital Paintings Show. Provided art direction for event branding and printed collateral.

**1990-1992 Left Design . Owner . Rio de Janeiro, Brazil**

Managed the design agency. Developed consumer branding, package design, brand extensions and print advertising. Produced animated pieces for TV commercials. Clients: Polygram, Som Livre Records, TVA, supermarket chain, restaurants, fashion designers, insurance companies, department stores, government.

**1987-1990 AnimaGraph Studios . Owner . Rio de Janeiro, Brazil**

Managed the computer animation studio. Created animated pieces for instructional and corporate marketing videos. The projects were developed in conjunction with advertising agencies and production houses. We were computer animation pioneers in Brazil. Clients: Nacional Bank, Smith Klein, governmental health organizations, Buzios TV, Mesbla department stores.

**1987 ORT Institute of Technology . Programmer . Rio de Janeiro, Brazil**

Computer lab teaching assistant, and, cobol and database programmer.

## Education

### 1995 MFA . Master of Fine Arts . The School of the Art Institute of Chicago

Art and Technology: Multimedia design and 3D animation focus. Investigated human-computer interface, virtual reality and bioapparatus, and its applications on interactive 3D worlds, as well as on non-linear storytelling. Final thesis project: "Uneaten Future" interactive CD-ROM.

### 1992 BFA . Bachelor of Industrial Design . Faculdade da Cidade, RJ, Brazil

Graphic Design Major

### 1987 Computer Programming . ORT Institute of Technology, RJ, Brazil

Associate degree.

### 1986 Music . Estacio de Sa University, RJ, Brazil

Bachelor program: Composition path.

## Awards

1998 Space Views Award: "Mars Virtual Landing Sites" web site.  
 1998 NASA 98 Contractor Council Excellence Award.  
 1997 NASA Space Act Award: "Mars VE" CD-ROM.  
 1996 NASA 96 Contractor Council Excellence Award.  
 1993 Coca-Cola sponsorship: "Virtual Anatomy II" exhibit.  
 1992 Chamber of Commerce France-Brazil sponsorship: Virtual Anatomy exhibit.  
 1991 Atlantic Manchete Video Festival award: Zimbabwe video.  
 1990 RioCine Film Festival award: "What do you think...?" video.

## Solo Exhibits

1993 Virtual Anatomy II: Digital Paintings, IBM gallery, Curitiba, Brazil.  
 1992 Virtual Anatomy: Digital Paintings, Candido Mendes Cultural Center, RJ, Brazil.

## Independent Productions and Collaborative Projects

1998 **Ethereal Sapiens**: solo electronica music record - San Francisco.  
 1995 **Uneaten Future**: director and animator - music video - Chicago, exhibited on GNT TV (Brazil), Canal + (France), Siggraph 95 and ISEA 95.  
 1995 **Uneaten Future, Sacred Bytes**: author of the CD-ROM title shown at SIGGRAPH 95 (Los Angeles), ISEA95 (Montreal), Nacional VR Show (Brazil), Annon Salon, MacWorld, Macromedia showcase (San Francisco).  
 1991 **Randomics**: director and producer - music video for MTV - RJ, Brazil.  
 1991 **Zimbabwe**: animator - video directed by Felipe Lacerda and awarded at the Atlantic Manchete Festival.  
 1990 **Logod**: director and animator - animated video - Exhibited on festivals and TV stations in Brazil, Poland, Australia, Holland and Austria.  
 1990 **3 Antena**: animator - video by R. Berliner awarded at the Fotoptica Video Festival (Brazil).  
 1990 **What do you think people think Brazil is?**: Animator - Video by Sandra Kogut - Festivals: Montbelliard (France), awarded at Fotoptica and at RioCine (Brazil).  
 1990 **VideoCabines**: animator - video-installation by S. Kogut - Exhibited: L.A. Cultural Center, Carioca Subway Station (Rio de Janeiro), Fotoptica (São Paulo).  
 1990 **TAO**: animator - dance multimedia show - Rio de Janeiro, Brazil.

## Collective Shows

1998 Computer Art: multimedia Installation - Northern Arizona University Museum.  
 1997 Nacional Virtual Reality Show - interactive multimedia installation - Rio de Janeiro, Brazil  
 1995 M.F.A. Show: interactive multimedia installation - Chicago.  
 1994 Artists and Technology: collective show - Truman College - Chicago.  
 1993 FISEA93: collective show - symposium on electronic art - Minneapolis.

## Summary of Media References and Interviews

1999 How magazine: interview featuring Mars VE's design.  
 1998 Computer Chronicles: TV interview about "Mars Landing Sites" web site.  
 1996 Nomads: article and online show on Leonardo magazine about "Uneaten Future".  
 1995 O Globo: newspaper interview about "Uneaten Future" CD-ROM.  
 1993 Sem Censura : TV interview about the Atlantic Virtual Reality conference  
 1993 TV Curitiba: TV interview about "Virtual Anatomy II" exhibit.  
 1992 TV OM: TV interview about "Virtual Anatomy" exhibit..  
 1992 Jornal do Brasil: newspaper interview about the "Virtual Anatomy" exhibit.  
 1990 O Globo: newspaper interview featuring the video "Logod".