

# Hi, I'm Taia UX DESIGNER

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My name is Tahiana Araujo, but my friends just call me Taia.

I love creating intuitive user experiences from conception to implementation, while constantly challenging myself and learning new skills and technologies. My biggest professional interests are UX, Information Architecture and Game Design. I've moved to Vancouver in January 2016, and have worked at EA Games since April of the same year. I have a valid Open Work Permit in hand and am currently looking for new challenges.

## EXPERIENCE

### UX DESIGNER @ EA GAMES *(April 2016 - March 2017 in Vancouver)*

#### **FIFA Mobile - Biggest Launch in EA Mobile History**

**72 Million** installs - **Top 10** Best Game of 2016 by Apple Editorial - **Top Free** Game in **143 Countries**

**2 Billion** turns played in one of the modes

- Overseer of User Experience design of features from conception to launch
- Provided guidance and recommendations to all Game Designers, Producers and UI artists from several offices around the world, such as Japan and Romania.
- Created detailed wireframes, flowcharts, mockups and other product deliverables to effectively communicate product requirements.
- Created design guidelines, process enhancements, toolkits (and more), and fostered a user-centric culture.
- Owned the communication between internal and external user testing groups and companies.
- Ran Usability Testing and focus groups to validate interaction design and product direction.
- Wrote UX Test plans and worked with Game Designers and Producers to identify the best testing time frames.
- Engagement and collaboration with UX designers within our studio and EA worldwide, sharing processes and study cases generated to tackle internal challenges.

### UX INTERACTION DESIGNER AND ARCHITECT @ GLOBO.COM *(November 2013 - November 2015 in Rio de Janeiro)*

Globo.com is the web division of Globo Organization, which is the largest media group in South America, and one of the biggest in the world.

#### **Globo Play - Most successful app and Website of TV on Demand in Brazil**

- Participated in the creation of the concept.
- Made flows, maps, and wireframes for required process.
- Provide low and high fidelity prototypes (using Axure).
- Made user's journeys.
- Applied and analyzed usability tests, and made decisions based in data (analytics, dax).

#### **SporTV Play - Rio 2016 Olympics Games' exclusively broadcaster online**

- Lead the creation of concept to pre-production.
- Organized a Creative Ideation workshop, based on the most well-known methodologies from the UX world.
- Generated the personas and developed user scenarios and sketches/wires: Managed teams and expectations.
- Delivered the basic concept to the stakeholders, explaining the ideas behind them.
- Led coaching of the UX interns.

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## UX | UI DESIGNER & ARCHITECT @ MPI DIGITAL *(February 2012 – January 2013 in Rio de Janeiro)*

MPI is a company specializing in the management of Internet tools focused on political marketing.

- Designed the blog for the former President of Brazil, Lula da Silva.
- Designed the website interface for a few candidates in the state elections of 2012.
- Created the website for the current mayor of Niteroi, one of the largest cities in Rio de Janeiro.

## UX | UI DESIGNER & FRONT-END @ STUDIO CYAN *(June 2011 – February 2012 in Rio de Janeiro)*

Cyan is a design studio that combines concepts from the areas of marketing and design.

- Designed promotional banners, online campaigns, social media images.
- I kept the old projects, which didn't have a Content Management System (CMS).
- Designed banners and hotspots for the group Zona Sul, one of the most recognized supermarket brands from Rio de Janeiro.

## GRAPHIC DESIGNER @ SPIN *(April 2010 - Jun 2011 in Rio de Janeiro)*

Spin is a particular agency, guided by design the very core of the learning mystery. Their process integrates Instructional, Informational and Graphic Designs to create solutions for a world that needs to learn increasingly more in less and less time.

**Worked in many important e-learning projects to companies, such as Claro, Tim, Rodobens, and Philip Morris.**

- Created presentations, e-learnings, brochures and graphics materials to support client trainings

**Vale - One of the largest mining companies in the world, with a leadership position in the iron ore and nickel segments.**

- Coordinated a team of Junior Designers during 6 months to ensure a high-quality brochure for our biggest client.

## EDUCATION

INFNET INSTITUTE, MBA (Master of Business Administration) in Strategic Design, Rio de Janeiro - December 2012

CIDADE UNIVERSITY, Bachelor's degree in Design (focus on Visual Design), Rio de Janeiro - December 2009

## INTENSIVE TRAINING

COOPER U, Interaction Design and Visual Interface Design Practicum - August 2013

FABER-LUDENS INSTITUTE, Information Architecture Course - 2012

UNIVERSITY OF NEW ORLEANS (IELTS), English Language and Literature/Letters - 2013

## SKILLS & SOFTWARES

User Experience	Front-end (HTML5, CSS, SASS, Github)
Information Architecture	Design thinking
Wire Framing	Design Strategy
Low and High fidelity Prototyping	Data-driven Design
Game Design	Google Analytics
User Interface	Sketch
Interaction Design	Photoshop
User-centered Design	Axure
Usability Testing	Invision
Mobile Design	Jira
Content First Mentality	Handsoft
Lean UX	Perforce
Agile environment (Scrum)	...