

João Marcelo Ferraz

UX Designer / Researcher / Product Designer

"I stand in the intersection between user needs, business goals, and tech feasibility"

Portfolio

<https://www.jmferraz.com/>

Email

jm.ferraz@gmail.com

EXPERIENCE

UX Designer and Researcher - Consultant

Freelancer

2013 - PRESENT

I design data-driven digital products and services. Some of the companies I work with are: Heppi, MuchMore, Administradores.com, Instituto Federal de Pernambuco, and Baterias Moura.

UX Designer and Researcher

Behavior, Information, and Technology Lab (BITLab) Michigan State University

2019 - PRESENT

I am engaged in research on privacy perception funded by the American National Science Foundation. I design report interfaces and analyze data.

Researcher

Laboratory of Audiovisual and Music Analysis Universidade Federal de Pernambuco

2018 - PRESENT

I am doing a qualitative analysis on the interactions between user and recommender systems in music streaming services.

Professor

Faculdade Barros Melo (College)

2019

I lectured at the Radio, TV, and Internet undergraduate program.

Professor

Universidade Federal de Pernambuco

2017 - 2018

I lectured at the Communication - Radio, TV, and Internet undergraduate program. On the User Behavior, Film Editing, and Sound Design classes.

EDUCATION

PhD candidate

Universidade Federal de Pernambuco

Communication and Media

2018 - 2021

PhD Exchange period

Michigan State University, USA

2019 - 2020

Masters

Universidade Federal de Pernambuco

Computer Science

(Human-Computer Interaction)

2013 - 2015

Graduate degree (Specialist)

CESAR.EDU/Faculdade Marista

Interaction Design

2011 - 2013

Bachelor

Universidade Federal de Pernambuco

Communication and Media

2005 - 2010

Bachelor Exchange period

Universität Hamburg, Germany

2009 - 2010

TOOLSET

Adobe XD

Figma

Google Analytics

Miro

HTML + CSS

MySQL

Researcher

Cognitive Science and Educational Technology
Universidade Federal de Pernambuco

2013 - 2015

I was a researcher at the Cognitive Science and Educational Technology Research group. I developed an collaborative learning Android app.

Video Production Supervisor

CERS - Remote learning

2015

Supervisor for web courses.

Professor

Faculdade IBGM (College)

2012 - 2013

I've lectured on the Web Design and Advertising undergrad courses.

Visual and Webdesigner

Rec Box advertising

2009

Designer for websites and social media posts.

Product and Graphic Designer

Vinilplas - Bolas Canarina

2008 - 2009

Designer for polymer based products.

SKILLS

Co-Design Workshops
Heuristic Analysis
Rapid Ethnography
Usability Testing
Interview
Focus groups
Card Sorting
Survey
Scrum

DELIVERABLES

Personas
Wireframe
Low and High Fidelity Prototype
User Journey
User Stories
User Flow
Competitive Analysis
Taxonomy
A/B testing

LANGUAGES

English: Advanced
Spanish: Intermediate
Portuguese: Native

MISCELLANEOUS

Global Service Jam (Recife), Organizer
Startup Weekend (Recife), Organizer
Interaction South America 2013, Organizer
Interaction Design Association, Member
Global Shapers Community, Alumni