mauro pinheiro rodrigues

Member of the Brazilian Society for Information Design (SBDI – Sociedade Brasileira de Design da Informação)

Member of the Brazilian Association of Design Education (AEND-BR – Associação de Ensino de Design do Brasil).

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education

Master's degree in Design (2000) at Pontifícia Universidade Católica do Rio de Janeiro (PUC-Rio). Departament of Arts and Design. Research field: Image, technology and culture
Dissertation: "Redesigning the WWW: the role of design in democratizing the World Wide Web"

Bachelor's degree in Design (1995) at the School of Industrial Design of the Rio de Janeiro State University (*Escola Superior de Desenho Industrial / Universidade do Estado do Rio de Janeiro – ESDI/UERJ*)

languages

Portuguese (native language) and English: verbal, writing and reading fluency

professional experience

Espírito Santo Federal University
Universidade Federal do Espírito Santo (UFES)

Assistant Professor

June, 2004 - present
Assistant Professor at the Design Department. Teaching 'Basic Design Project I', 'Basic Design Project II', 'Design Project V (Signage and Environmental Graphics)', 'Graduation Project I', 'Graduation Project II (final project)'.

Coordinated the project for developing a signage system and environmental redesign of 'PROGRAD - Pró-Reitoria de Graduação', one university department – from 2004 to 2005.

Represented the Design Department at UFES Central Library, from 2005 to 2007

Represented UFES Art Center at the Centro de Design do Espírito Santo, from 2005 to 2007

Globo.com

Coordinator of Interface Design and Information Architecture teams

May, 2001 / May, 2004

Responsible for staffing decisions and managing of resources within Interface Design and Information Architecture teams. These teams develop interactive media products at Globo.com, involving information architecture, human-computer interaction, user experience design and usability. They are responsible also for planning and conducting usability tests at the in-house Usability Lab.

Responsible for the creation of Globo.com's Usability Lab.

Senior Interface Designer

June, 2000 / April, 2001

Responsibilities included interface design of interactive media products at Globo.com, focusing in usability and user experience; Planning and conducting usability tests.

Worked closely with Strategy, Content, Information Architects and Technical teams as well as other Interface Designers.

Rio de Janeiro city hall / **City department of Health** / **Multimedia group**
Prefeitura da Cidade do Rio de Janeiro / Secretaria Municipal de Saúde / Núcleo Multimídia

Graphic Designer

July, 1999 / June, 2000

Responsibilities included developing the institution's public website; designing interface templates for internal software; designing and producing institution's CD-ROMs; graphic design of brochures.

RNP - National Research Network
RNP - Rede Nacional de Pesquisa

Graphic Designer

October, 1997 / June, 1998

Responsibilities included developing internal websites (information architecture, interface and graphic design, client-side implementation).

TREND Technology for Education
TREND Tecnologia Educacional

Graphic Designer

February, 1995 / March, 1998

Responsibilities included information architecture, interface and graphic design for websites, educational software and CD-ROMs; graphic design for brochures, folders, packaging; visual identity for internal events.

Involved in managing of trainee resources within graphic design team.

GRUDE – Ecology Defense Group
GRUDE - Grupo de Defesa Ecológica

Graphic Designer - freelance

February, 1996 / October, 1996

Redesign and graphic production of *Cidade Verde* and *Educação Ambiental*, two newspapers edited by GRUDE.

School of Industrial Design of the Rio de Janeiro State University
Escola Superior de Desenho Industrial (ESDI / UERJ)

Visual Communication internship

March, 1993 / May, 1993

Graphic design of internal posters; planning signage systems. Assisted in planning and producing the exibition "Carmem Portinho – uma homenagem", about Carmem Portinho, previous ESDI director.

Design Redig e Associados

Visual Communication internship

February, 1993

Assisted in designing signage system for Shell's oil refinery subsidiary in Brazil.

The Official Press of the State of Rio de Janeiro
Imprensa Oficial do Estado do Rio de Janeiro

Visual Communication internship

May, 1992 / October, 1992

Assisted in designing institutional brochures.

published articles

PINHEIRO, Mauro et al. Signage and Environmental Design for Pró-Reitoria de Graduação of Universidade Federal do Espírito Santo (PROGRAD-UFES). In: CONGRESSO BRASILEIRO DE PESQUISA E DESENVOLVIMENTO EM DESIGN, 7., 2006, Curitiba. *Proceedings*...CD-ROM. Curitiba, 2006.

PINHEIRO, Mauro. Interaction and storytelling in the context of the World Wide Web and the possibility of rebuilding the collective experience. In: CONGRESSO INTERNACIONAL DE PESQUISA EM DESIGN, 3., 2005, Rio de Janeiro. *Proceedings*...Rio de Janeiro, 2005.

PINHEIRO, Mauro; KLEMZ, Laura. Research and development methods of human-centered design for interactive media products in the software industry: GloboMail case study. In: INFORMATION DESIGN INTERNATIONAL CONFERENCE, 2., 2005, São Paulo. *Proceedings*...CD-ROM.

PINHEIRO, Mauro. Usage of the World Wide Web for semi-illiterates. In: P&D DESIGN 98, 1998, Rio de Janeiro. *Proceedings*...Rio de Janeiro: AEnD-BR, Estudos em Design, 1998, v.2, p. 667-673.

PINHEIRO, Mauro . Debate: O Belo e o Bom no design para web. *Revista Webdesign*, Rio de Janeiro, p. 36, 01 ago. 2006.

PINHEIRO, Mauro. Designers? Para quê? *Sinal : Boletim eletrônico da Escola Superior de Desenho Industrial*, Rio de Janeiro, n.194, 16 fev. 2007. http://www.esdi.uerj.br/sinal/sinal_194.html

academic activities

7º Congresso Brasileiro de Pesquisa e Desenvolvimento em Design (P&D Design 2006)
August 9 - 11, 2006 - Curitiba, PR
Presenting the paper "Signage and Environmental Design for Pró-Reitoria de Graduação of Universidade Federal do Espírito Santo (PROGRAD-UFES)".

R-Design 2006
April 27 - March 1st., 2006 – Vitória, ES
As member of the conference closing session.

Colóquio Internacional Bibliotecas Digitais
April 3 - 4, 2006 – Rio de Janeiro, RJ

Mesa Redonda "Publicidade X Design - A disputa existe? Até quando?"
Universidade Federal do Espítio Santo - Phocus Design / ECOS Junior
November 29, 2005 – Vitória, ES
Was an invited member of the conference.

Panorama Internacional de Design'05
November 18 - 21, 2005 – Rio de Janeiro, RJ

"Globo Media Center"
November 18, 2005 – Rio de Janeiro, RJ
Lecture presented to the students of SENAC-RJ/CultCom

"Arquitetura de Informação em projetos de Design"
November 7, 2005 – Rio de Janeiro, RJ
Lecture presented to the students of Escola Superior de Desenho Industrial – ESDI/UERJ

3rd International Conference on Design Research
3º Congresso Internacional de Pesquisa em Design

October 12 - 15, 2005 - Rio de Janeiro

Presenting the paper "Interaction and storytelling in the context of the World Wide Web and the possibility of rebuilding the collective experience".

2nd Information Design International Conference
2º Congresso Internacional de Design da Informação

September 8 – 10, 2005 – São Paulo

Presenting the paper "Research and development methods of human-centered design for interactive media products in the software industry: GloboMail case study".

CLIHC 2003 - Latin American Conference on Human-Computer Interaction 2003

August 17-20, 2003 - Rio de Janeiro

Presented the case study "Globomail: Globo.com's email tool" at workshop "User Centered Interface Design: best practices applied to web projects in Latin America".

Curitiba Art and Design
Curitiba Arte e Design

November 7, 2002 - Curitiba

Was an invited member of the conference "Webart, webdesign and comunication".

Workshop "Human Resources in Information Technology for the State of Rio de Janeiro" - IMPA / RNP / FAPERJ / PRODERJ
Workshop "Formação de Recursos Humanos em Tecnologia da Informação para o Estado do Rio de Janeiro" - IMPA / RNP / FAPERJ / PRODERJ

September 4 – 6, 2000 - Rio de Janeiro

Participated as a member of the workgroup "Planning and designing interfaces".

"Design and New Technologies"

May 4, 2000 - Rio de Janeiro

Presented a lecture to the students of the discipline "Actual topics in Design" in the undergraduate Design course of Pontifícia Universidade Católica do Rio de Janeiro (PUC-Rio).

"Using Internet Search Tools"

March, 2000 - Rio de Janeiro

Class given to the students of the discipline "Introducing Computer Graphics" in the undergraduate Design course of Pontifícia Universidade Católica do Rio de Janeiro (PUC-Rio).

"The impact of new technologies in Brazil and in the world"

March, 1999 – Rio de Janeiro

Lecture presented to the students of the disciplines "Interactivity", in the graduate Design course, and "Introducing Computer Graphics", in the undergraduate Design course, of Pontifícia Universidade Católica do Rio de Janeiro (PUC-Rio)

3rd Brazilian Congress on Research and Development in Design - P&D Design 98
3º Congresso Brasileiro de Pesquisa e Desenvolvimento em Design - P&D Design 98

October 25 - 28, 1998 - Rio de Janeiro

Presenting the paper "Usage of the World Wide Web by semi-illiterates people / *Uso da World Wide Web por Pessoas Semi-Analfabetas*".

Internacional Seminar "Media and Social Perception"
Seminário internacional "Mídia e Percepção Social"

Cândido Mendes University / Cultutal Pluralism Institute
Universidade Cândido Mendes / Instituto de Pluralismo Cultural

May 18 – 20, 1998 - Rio de Janeiro

non-academic events

Project planning course

Prof. Ricardo Falcão (USAID - United States Agency for International Development)
ISER - Instituto de Estudos da Religião / GRUDE - Grupo de Defesa Ecológica
April 11 - 14, 1996 - Rio de Janeiro

"New Media Forum" course

Apple Computers do Brasil
May, 16 – 18, 1995 - São Paulo

Graphic Production course

Prof. Mário Carramillo - ESPM
Editora Gráficos BURTI Ltda.
October 13 – 15, 1993 - Funarte/IBAC

Artistic Books workshop
workshop "*O Livro Artístico*"
Scuola Internazionale di Grafica di Venezia / Escola Superior de Desenho Industrial (ESDI)
October 15 – 16, 1991 - Rio de Janeiro

"30 Cartazes para o Meio-ambiente e Desenvolvimento" – lectures and exibition during RioECO92
Museu de Arte Moderna do Rio de Janeiro (MAM-RJ) RioECO 92.
1992 – Rio de Janeiro

II Brazilian Design Biennal
II Bienal Brasileira de Design
October, 1992 - Curitiba / PR

awards

RIOfazDESIGN Award (SEBRAE-RJ, ESDI-UERJ, SEDE), for the projects developed at RNP, as a member of the design team of this institution. March, 2006.

Third place in a webdesign contest during the 2nd Petrobras Virtual Reality Conference with the website "Ouro Preto - por Mauro Pinheiro", a photographic essay about the city of Ouro Preto.
July, 1999.

Selected to represent Brazil at *5º PRIX MÖBIUS INTERNATIONAL DE LA COMMUNITTÉ EUROPÉENNE* with the CD-ROM "Brazilian Marine Turtles / *Tartarugas Marinhas do Brasil*" (Fundação Pró-TAMAR/TREND).
September, 1996.