

Hello, I'm Ines Alexandrino Pereira

LEAD UX RESEARCHER & PRODUCT DESIGNER

In the beginning, the most important was the material world. People longed to consume objects and products, and their social worth was defined by the goods they could purchase.

Afterwards, the most important was information. People became hungry for information, large quantities of it. The social worth of each individual was measured by the quantity of information one could accumulate and transmit to others through several media.

But now we are entering a new age, the Age of Experience. People seek for experiences that are meaningful and relevant for their personal path. Their social worth is now defined by the quality of experiences they can access, live through and share with others in real time.

I am part of this group of people. My mission is to align this new social paradigm with the profit oriented goals of the companies I work with, through an objective, scientific creative, collaborative and disruptive approach.

And I just love doing it.

I can describe myself as a true scientist: curious, creative, while also methodical and attentive to details. I was always driven to human behavior: understand it, live it, transform it. Being a “people person”, I love to work collaboratively and connect different perspectives, linking the user side to the business side. Innovate through a deep understanding of users and market, but also let business insights flow in.

I have worked as a designer, developer and researcher, and also as a teacher. This diversity allows me to communicate better within organizations, and be humble to everyone's challenges and try to help as much as I can.

Check next pages to get an overview of my skills, career timeline and education details.

I also invite you to check my complete portfolio at www.inesalexandrinopereira.com

Top tools (most experience)



Skills

UX RESEARCH

Lab usability tests	● ● ● ● ●	Card sorting	● ● ● ● ●
Tree Testing	● ● ● ● ●	Google Analytics	● ● ● ● ●
Heuristic review	● ● ● ● ●	Retrospective Think aloud	● ● ● ● ●
Sistematic observation	● ● ● ● ●	Interviews + content analysis	● ● ● ● ●
Remote usability studies	● ● ● ● ●	Ethnografic field studies	● ● ● ● ●
Eye-tracking studies	● ● ● ● ●	Focus groups	● ● ● ● ●
Think aloud protocol	● ● ● ● ●	Participatory design	● ● ● ● ●
Statistical data treatment	● ● ● ● ●	Competitive usability studies	● ● ● ● ●
A/B & Multivariate testing	● ● ● ● ●	Conjoint analysis	● ● ● ● ●
Comparative studies	● ● ● ● ●		

UX STRATEGY / PRODUCT

Design Thinking	● ● ● ● ●	Requirements workshops	● ● ● ● ●
Luma	● ● ● ● ●	Agile	● ● ● ● ●
Product guidelines & docs	● ● ● ● ●	Business Analysis	● ● ● ● ●
Feature ranking studies	● ● ● ● ●	Iteration planning/roadmapping	● ● ● ● ●
Experience maps	● ● ● ● ●	Product concept testing	● ● ● ● ●
Customer/user journey maps	● ● ● ● ●	Lean	● ● ● ● ●

DESIGN /UI

UX design (prototypes & mockups)	● ● ● ● ●
Visual design	● ● ● ● ●
UI design	● ● ● ● ●
HTML	● ● ● ● ●
CSS	● ● ● ● ●
Javascript	● ● ● ● ●

Career timeline

2020- NOW



Lockwood Publishing - Avakin Life game
Gaming Industry



MENA
LATAM

LEAD UX RESEACHER

Multinacional company.
Responsible for creating, leading and managing all Research Ops within Lockwood, with special focus on user AND market research for **Avakin Life game** and other apps

lockwoodpublishing.com

2019- 2020



Activobank
Banking



LEAD UX RESEACHER

Responsible for creating, lead and manage a new user research lab, as well as lead the Research Ops of Activobank, and implement a Design Thinking Agile-based approach.

www.activobank.pt

2016- 2019



Euroconsumers / Deco Proteste
Consumer defense association



SENIOR UX EXPERT

Multinacional company.
Special emphasis on UX Strategy & Research, participating more on the conceptual phase of projects, on the gathering and prioritization of business requirements, and on user testing phase for product concept testing and iterative design of solutions (Design Thinking approach).

2012- 2015



ETW International
Cloud and Web services



UX CONSULTANT

Chinese company.
Remote work. Responsible for the heuristic evaluation, regarding usability of "premium" websites at their alpha phase and whose goal was to be westernized, and resulting improvements proposal.

2011-2012



Everything is New TV
Online TV Channel

WEB TEAM COORDINATOR

Online TV Channel, owned by the production company Everything is New TV. Responsible for the website content team, streaming service (contracts, provider selection, etc.), website web design and development.

2010-2011



Hardcore Fofo
House decoration products

PRODUCT OWNER

This was a personal product project. Hardcore Fofo was (and still is) a brand created with the goal of reviving tradition and simultaneously offer a wild and subversive twist. The first collection, "Home Sweet Fucking Home", was focused on embroideries applied in household elements, like pillows, sheets or kitchen cloths.

2008-2009



etic_
escola de tecnologia, inovação e criatividade

PROFESSIONAL INTERNSHIPS EXTERNAL COORDINATOR

Accountable for the communication between companies and internship students, ensuring students assiduity, working conditions, companies needs, and producing weekly reports accordingly to be delivered to the school internships coordinator.

2005-2013



Garage films, Ugo Volt, Mochique etc.

DEVELOPER & DESIGNER FREELANCER

Garage filmes: production of 3 mini websites to showcase the work developed by Garage Films to Galp, Vodafone and Optimus

Ugo Volt: Code the interactive UI of the game (Actionscript), debug and test

Netmais: Code the Continente's Popota game

Monchique: Code and design new website

ECTS (AVK): Code and design interactive mini website for event

Núcleo criativo de São José: Code and design website

2006-2008



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escola de tecnologia, inovação e criatividade

TEACHER

Teached disciplines related to Design, Web Design and Programming: more specifically Actionscript, HTML and CSS, Graphic Design Theory, Adobe Flash, Adobe Photoshop, Adobe Indesign, Adobe Illustrator, Macromedia Freehand, Packaging Design, Information Architecture, Design Project Management, among others disciplines/modules.

Education

2014-2016



Faculdade de Motricidade Humana
Master of Science (M.Sc.) in Ergonomics, Usability
and User Experience (UX)

*Master Thesis related with failure experience in games
(heuristics)*

2013-2014



Universidade Aberta
Bachelor's degree in Social Sciences

2007



NHK - Formação e novas tecnologias
Professional Aptitude Certificate

Certificate needed to teach classes at technical schools

2003-2008



etic_
Several technical courses

2007/2008 Motion Graphics

2005/2006 Advanced Flash and Actionscript

2003/2004 Graphic Design

*See more details and complete portfolio at
www.inesalexandrinopereira.com*

Talk to you soon!