

# *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.

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](http://www.inesalexandrinopereira.com)



askyourwish



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# 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)	●●●●●	After Effects	●●●●○
Axure	●●●●●	HTML	●●●○○
Photoshop	●●●●●	Unity	●●●○○
Illustrator	●●●●○	Sketch	●●●○○
CSS	●●●●○	Visual design	●●○○○
Javascript	●●●●○	UI design	●●○○○

# Career timeline

2019- NOW



**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.

2016- 2019



**Euroconsumers / Deco Proteste**  
Consumer defense association

**SENIOR UX EXPERT**

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**

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.

# Career timeline (cont.)

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



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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 films:** 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

And more.

2006-2008



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## 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**

Mestrado em Ergonomia, Usabilidade e UX

2013-2014



**Universidade Aberta**

Licenciatura em Ciências Sociais

2007



**NHK - Formação e novas tecnologias**

Certificado de aptidão profissional (CAP)

2003-2008



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Vários cursos técnicos

**2007/2008** Curso de Motion Graphics

**2005/2006** Curso de Flash avançado e Actionscript

**2003/2004** Curso de Design e Comunicação Gráfica