

# Caio Cesar G. Oliveira

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## Profile

Digital Communication professional with over 25 years of experience working Communication, User Experience and Interactive Media Design projects. Published two books in 2021 about Interaction Design and Digital Marketing. University Professor with 20 years of experience teaching and coordinating courses. Conceived curricula for undergraduate, technology and certificate courses.

## Experience

Professor and Course Coordinator, PUC Minas; Brazil – 2001-Present

Professor of Communication. Co-wrote the curriculum for the first certification course in Interaction Design in Brazil. Coordinator of an undergraduate program on Advertising and a certification program on Digital Communication. Coordinated the video, audio and photography labs. Elaborated curricula for undergraduate (Advertising and Multimedia Production) and certification courses (Interaction Design, Digital Communication). Supervised two students on getting their master's degree while acting as a collaborating professor to the post-graduation program on Communication.

Consultant; Brazil – 1996-Present

Consultant on User Experience Design providing services for clients such as Power Companies (CEMIG), Telecommunications Providers (Telemig Celular / Vivo), Retail (Editora Forum) and Service Portals (FUNDEP).

Professor and Course Coordinator, UNA; Brazil – 2006-2009

Professor (2006-2009) and coordinator (2008-2009) for the Advertising undergraduate course.

Project Manager, Lazo Digital; Brazil – 2002-2003

I worked serving large clients as a project manager. The main customer served was the retail company "Magazine Luiza" (one of the biggest in Brazil). I was involved in two e-Commerce projects ("Consórcio Luiza" and "Lista de Casamento") as well as in an information project (Tia Luiza) for this client.

Web Producer, Estado de Minas; Brazil – 2000-2002

I worked as a web producer for Estado de Minas, the largest newspaper in Minas Gerais. I was responsible for conceiving and maintaining micro-sites for special projects.

## Education

PUC Minas; Brazil – PhD in Administration, 2013

PUC Minas; Brazil – MSc in Administration, 2005

UNA; Brazil – Certificate in Electronic Commerce, 2001

UFMG; Brazil – BS in Communication (Advertising), 1999

## Skills

Verbal and written communication; Public speaking; Digital Communication Planning; Strategic planning; Project management; User Experience Design; User Research; Problem-solving; Critical thinking; Willingness to learn; Multilingual (Portuguese [native] / English [fluent] / Spanish [basic]).