

# Caio Cesar Giannini Oliveira

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## Profile

25 years of experience with Digital Marketing, Interactive Media Design and User Experience (UX) projects. Published two books in 2021 about Digital Marketing and Interaction Design. 20 years of experience teaching and coordinating courses and labs in higher education. Conceived curricula for undergraduate, technology and certificate courses. Dual citizenship (Brazilian and Italian).

## Experience

### Consultant, Project Manager, User Experience Designer; Brazil – 1996-Present

- » User research for *Humberto Abrão* (clinical laboratory). Mobile app.
  - User Interview, Personas.
- » User Research and UX Design for *Editora Forum*. Online library and e-commerce portal.
  - User Interview, Personas, Wireframing, Information Architecture, Screen Flows, Heuristic Evaluation.
- » Usability Testing and UX polishing for *FUNDEP's Gestão de Concursos* (over 1M users).
  - Usability Testing, Expert Review, User Interview, Screen Flows.
- » User Research, UX Design and Planning for *CEMIG*. Intranet (over 7K employees).
  - User Interview, Focus Groups, Personas, Card Sorting, Wireframing, Information Architecture, Screen Flows, Heuristic Evaluation.
- » User Research, UX Design and Planning for *CEMIG*. Web portal (over 8M users on 770 cities).
  - User Interview, Focus Groups, Personas, Card Sorting, Wireframing, Information Architecture, Screen Flows, Heuristic Evaluation.
- » User Research and UX Design for *Telemig Celular*. E-commerce portal (over 4.8M clients).
  - Data Analysis, Focus Groups, Personas, Card Sorting, Information Architecture, Wireframing, Screen Flows.
- » User Research and UX Design for *Minas Gerais Government's PPP portal*.
  - User Interview, Personas, Wireframing, Screen Flows.
- » UX Design, Planning and PM for *ATT* (TAM's Employee Association). Web portal (over 2K users).
  - User Interview, Personas, Wireframing, Information Architecture, Screen Flows, Heuristic Evaluation.

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

- » Co-wrote the curriculum and coordinated the 1<sup>st</sup> Interaction Design certification course in Brazil.
- » Current coordinator of 2 undergraduate courses (Advertising / Multimedia Production).
- » Coordinator of a certification course on Digital Communication (Wrote this course's curriculum).
- » Coordinated AV&P Labs with a crew of over 25 people (technical staff and students).
- » Co-wrote curricula for 2 undergraduate courses (Advertising / Multimedia Production).
- » Published / presented over 30 research papers since 2004.
- » Collaborating professor to the post-graduation program for 2 years (supervised 2 students).
- » Award for outstanding performance in 2020.

### Project Manager for Large Clients, Lazo Digital; Brazil – 2002-2003

Main client was the retail company "Magazine Luiza" (over US\$ 175M in sales in 2002).  
Involved in 2 e-commerce projects ("Consórcio Luiza" and "Lista de Casamento") and an information project ("Tia Luiza"). e 500K users combined.

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

Web producer for Uai. Web portal with over 25M page views along 2002.

## 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

Problem-solving; Teamwork; Team Management; Public speaking; Digital Communication Planning; Strategic planning; Project management; Critical thinking; User Advocacy; Verbal and written communication; User Research; Information Architecture; Usability Testing; Wireframing; User Experience Design; User Centered Design; User Interviewing; Focus Groups; Willingness to learn.

Multilingual (Portuguese ★★★★★ / English ★★★★★☆ / Spanish ★★★☆☆).