João Marcelo Ferraz

UX Designer / Researcher / Product Designer
"I stand in the intersection between user needs, business goals, and tech feasibility"

Portfolio
https://www.jmferraz.com/

Email
jm.ferraz@gmail.com

EXPERIENCE

UX Designer and Researcher – Consultant
Freelancer (many companies)

2013 - PRESENT

I design qualitative and quantitative data-driven digital products and services. Some of the companies I work with are: Heppi (https://heppi.com.br/), MuchMore (https://muchmore.digital/), Administradores (https://administradores.com.br/) and Baterias Moura (https://www.moura.com.br/en/)

UX Designer and Researcher
Behavior, Information, and Technology Lab (BITLab)
Michigan State University

2019 - PRESENT

I am doing a qualitative analysis on the interactions between user and recommender systems in music streaming services. Moreover, I am engaged in a MSU research on privacy perception funded by the american National Science Foundation.

Researcher
Laboratory of Audiovisual and Music Analysis
Universidade Federal de Pernambuco

2018 - PRESENT

I am doing research on users' perception of recommendations in music streaming services. I applied Human-Computer Interaction methods and theory in a research group driven by the Cultural Studies theories.

Professor
Faculdade Barros Melo (College)

2019

Lecturing on radio, TV, and Internet; and Cinema and Audiovisual undergraduate programs.

Professor
Universidade Federal de Pernambuco

2017 - 2018

I was a faculty member of the Social Communication - Radio, TV, and

EDUCATION

PhD candidate
Universidade Federal de Pernambuco
Communication and Media
2018 – 2021

PhD Exchange period
Michigan State University, USA
2019 – 2020

Master
Universidade Federal de Pernambuco
Computer Science
2013 – 2015

Graduate degree (Specialist)
CESAR.EDU/Faculdae Marista
Interaction Design
2011 – 2013

Bachelor
Universidade Federal de Pernambuco
Communication and Media
2005 – 2010

Bachelor Exchange period
Universität Hamburg, Germany
2009 – 2010

TOOLSET

Adobe XD

Figma

Axure

Google Analytics

Miro

HTML + CSS

MySQL

Internet; and Cinema and Audiovisual undergraduate programs. I lectured classes on Film Editing, Sound Design, and Listening Behavior.

Researcher
Cognitive Science and Educational Technology
Universidade Federal de Pernambuco

2013 - 2015

I was a researcher at the Cognitive Science and Educational Technology Research group. I developed and tested an Android app to help the collaborative learning of students in a public College. I conducted this research by user-centered design principles based on the Cognitive Sciences theoretical framework.

Video Production Supervisor
CERS - Remote learning

2015

Supervisor for web courses.

Professor
Faculdade IBGM (College)

2012 - 2013

Professor on Web Design and Advertising undergrad courses.

Visual and Webdesigner
Rec Box advertising

2009

Designer for websites and social media posts.

Graphic Designer and Product Supervisor
Vinilplas

2008 - 2009

Designer for polymer based products.

MISCELLANEOUS

Global Service Jam (Recife) — Organizer
Service design event/workshop.
Startup Weekend (Recife) — Organizer
Startup event/workshop.
Interaction South America 2013 — Organizer
Biggest event on interaction design and related fields.
Interaction Design Association — Member

SKILLS

Heuristic Analysis
Rapid Ethnography
Usability Testing
Interview
Focus groups
Card Sorting
Survey
Scrum

DELIVERABLES

Personas
Wireframe
Low and High Fidelity Prototype
User Journey
User Stories
Competitive Analysis
User Flow
Taxonomy
A/B testing

LANGUAGES

English: Advanced
Spanish: Intermediate
German: Basic
Portuguese: Native