

## A. Luz (EU Passport)

[www.aleluz.com](http://www.aleluz.com) | [hello@aleluz.com](mailto:hello@aleluz.com)  
+44 0742 9090 284

Flat 407  
90 Liberty Street  
London  
SW90BZ

### Career Objective

To pursue a career in Product Research that would utilise the knowledge and discipline I gained from my masters program in HCI while leveraging my experience in the digital sphere and past exposure to global consumer brands

2016

The Workshop Inventors of Play - London, UK  
as **User Experience Researcher**

- Build and implemented a User-Centered process that was fitted in the team. Work in an agile team and collaborate with UX Designers, UI Designers and Front/Back-End developers ensuring the iterations are done in line with research and User-Centered design process.
- Design, plan and manage methods that are suitable for the research questions or design features being tested.
- Report results and findings to the relevant teams, sharing the knowledge acquired from the tests performed.
- Analyse data from the analytics tools to identify possible issues with the website and or games.
- Fulfil needs from B2C (gamers) and B2B (traders) users at the same time.

2014 to 2015

**UCL**, Computer Science and Brain Science department - London, UK

as **MSc Graduate and as User Research Assistant in the Computer Science Department**

My work experience gave me the knowledge of how to communicate with consumers of a product or service and achieve business objectives. I studied HCI in order to be able understand the scientific part of attending users needs and to be able to design products or services for them, broadening and enhancing my abilities. During my MSC I have done the following:

- Freelanced for **Sony Playstation** User Research team | Game: Until Dawn
  - ▶ Used MindMapper for real time analysis, controlled the interactions between users to ensure they would not affect each other's performances, assisted with final interviews;
- During this year I used different methodologies such as interviews, focus groups, usability testing, diary studies, and in the wild / lab controlled / think aloud experiments
- Mind Mapper, Silverback, Google Analytics - and other website tracking tools -, Morae, Concept feedback, Dragon Dictator, Click Heat, Eye Tracking, Facial Expressions Recognition, One Pulse, Typeform are a few of the tools I used on my studies
- During these experiments I achieved to get experience as a UX Researcher that can design and prototype digital or physical artefacts, test them and evaluate results from experiments. Such skills can be used in a Product Ownership and User Experience Researcher/Designer role.
- MSc Project, High Merit: **An in the wild experiment developed to test the power of curiosity objects against display blindness**

2012 to 2014

**Google** - London, UK

as **Social Media and Digital Strategist (Europe, APAC, NA)**

- Managed and controlled a book of business with 40+ clients valued over \$1. million

- Created tailored strategies and solutions using Google's tools and products to reach my client's business goals, specialised in Retail, Luxury, Technology, CPG and others.
- Closed 120% and 170% target in the last quarters of renew/up sell goal
- Build and put into practice tailored processes to service big enterprises like Puma and Walmart that had teams in different countries and several projects running in parallel
- Analysed client usage and the social media market evolution to feed back to the product team possible solutions or issues identified
- Defined a process to collect feedback about the product that resulted in an actionable prioritised list for the product team to act upon every quarter
- Organised and prepared trainings as a Learning and Development Lead specialist for Googlers in EMEA as a 20% project, side role that I got an Award as a Team Development Leader

Clients: Walmart, Benefit, Heathrow, Toys 'R Us, Topman, Urban Ears, Dr Martens, Yorkshire tea, Moleskine, Whittard of Chelsea, New Look, Soap and Glory, Rakuten, Nectar, Puma, Opera, YO! Sushi etc.

2008 to 2012

**Ogilvy Interactive , Cubo.CC, JWT (RMG Connect)** - São Paulo, Brazil | **Red Ant** - London, UK  
as **Digital Planner & Social Media Strategy Manager**

- Responsibilities included idea concept and planning for integrated and new campaigns, leading monitoring team
- Responsible for Kraft Foods largest social media campaign in Brazil
- Responsible for managing the relationship, negotiating and creating projects in partnership with the biggest Brazilian influencers (bloggers and vloggers)
- Managed production and project managers; Managed the Brazilian team from the UK

Clients: Kraft Foods, Globosat, Fox Broadcasting Company, Allianz Insurance, MTV, B! Ferraz, CI, Profero, Unilever (Close Up, Rexona Teens, Hellmann's, Becel), Pepsico (Ruffles), Swatch, M.A.C, WPO, Hot Drops (StartUp)

2007 to 2008

**Motorola Mobile** - São Paulo, Brazil  
as Brand and Product Marketer

- It was my responsibility to check, create and review point-of sale material
- Responsible for budget research and spending management, planning how much would be spent at campaign launch and on events for each quarter. I cut campaigns costs by 25% without losing effectiveness and got an award from the finance department for "smart spending"
- Helped oversee advertising projects at events such as São Paulo Fashion Week and Motomix Music Festival, and the launch of cellphone models (Motorokr U9, W230, W270 and V8 Rose)

## Education

**MSc** Human Computer Interaction with Ergonomics - **High Merit** | **UCL** - London, UK

**BA** Marketing and Advertising - **1st Hons** | **UMESP** - São Paulo, Brazil

## Extra Courses

- “Project Management” – Motorola MOBILE (São Paulo, 2008)
- “Trends” – ESPM (School of Higher Education in Marketing & Communication Management) Summer Course (São Paulo, 2008)

## Lecturing | Speaking in Events

- Digital strategy and social media at UCL for students of Global Marketing Strategy (2013/14/15)
- Digital strategy and social media for small businesses at Google Campus (2013/2014)

## Awards

*2012/2013*

### Google

- **Google Learning And Development Summit** - Team Development Management
- **5 Peer Bonus** - Strategist going the extra mile to help the team

*2010*

**“MiniBIS Colheita Feliz”** (Agency: Ogilvy Brazil - Client: Kraft Foods)

- EFFIE AWARDS - Gold (Category: Launching)
- CANNES - Shortlist
- EL OJO - Bronze (Category: Promo)
- WAVE FESTIVAL - Silver (Category: Promo) and Bronze (Category: Cyber)
- Brazilian awards: “About Awards”, “CCSP Annual” and “Estadão Media Awards”

## Languages

Native Portuguese

Fluent English

Basic Spanish

Basic Italian