

# José Alves

## User Experience Design & Strategy

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### Skills

#### **User Research**

Skilled in ethnographic research, contextual inquiries, focus groups, card sorting and in-depth interviews. Able to translate raw data into meaningful user insights.

#### **Product Strategy**

Translation of user insights into a holistic product vision, through the use of personas, experience scenarios, mental mapping and concept diagrams. Pitch work experience.

#### **Interaction Design and Information Architecture**

Competencies in aligning business and design strategy with functional requirements. Development of large-scale integration documents, wireframes, site maps use cases and product specs.

#### **Visual Design**

Art direction as well as hands-on execution. Keen sense of branding, colour schemes, typography, gestalt principles and grid systems. Strong digital brand strategy and integration of brand experiences.

#### **Usability Testing and Evaluation**

Trained in formative testing and summative testing techniques, heuristic evaluations and 1-to-1 usability sessions. Good articulation of test script writing and test findings presentation.

#### **Project Management**

Experienced in managing documentation between design, technical and client to better facilitate project and team collaboration. Road map creation, scope definition and management of small project teams.

## Experience

### **Framefork, London and Lisbon**

User Experience Lead and Founder

Feb 2010 – Present

Lead the user experience and client service capabilities of the business. My responsibility is to develop successful client relationships and ensure the business delivers compelling solutions to our clients through user-centred design.

### **Ostmodern, London**

Senior User Experience Designer (contract)

Aug 2011 – Nov 2011

Developed UX proposals and cross-platform digital strategies for several clients. Responsibilities include developing design concepts, documenting IA and presenting creative work to the client.

Main projects include: Cross-platform strategy for an european television and telecommunications services company, digital video locker UX exploration for Filmflex and Sportpost website redesign.

### **Closetag, London**

Senior Mobile User Experience Designer (contract)

Jun 2011 – Aug 2011

Defined the user experience of a mobile operating system for a global hardware company. Responsibilities include developing design concepts and producing specification documentation.

### **Method, London**

Senior User Experience Designer (contract)

Feb 2011 – Jun 2011

Designed the retail digital experience for a global telecommunications brand. Responsibilities include developing design concepts, producing specification documentation, writing alignment proposals, validating design solutions and advising on agile UX planning.

### **Schematic, London**

Senior User Experience Designer (contract)

Sep 2010 – Feb 2011

Developed and led the user experience for rich media interfaces. Responsibilities include developing design concepts, producing specification documentation, project scoping, estimation of timescales and presenting creative work to the client.

Main projects include: Mediaset set-top box, Mediaset web player, SoTV production and iPad concept for Orange.

### **R/GA, London**

Senior Interaction Designer (contract)

Jun 2010 – Sep 2010

Developed and led interaction design solutions for different platforms and a variety of services. Liaising with the client and internal design team.

Main projects include: iPad App for a large sport organisation in Qatar, Nokia Retail Touchscreen and Goldman Sachs website redesign digital strategy.

### **YouView (formerly Project Canvas), London**

Interaction Designer (contract)

Feb 2010 – Jun 2010

Developed interaction design solutions for YouView. Responsibilities include stakeholder management, discovering design opportunities, developing design concepts, testing and producing wireframes, prototypes and other design documentation to communicate design to developers and to help shaping the product vision.

### **Skype Experience Design, London**

Interaction Designer

Apr 2009 – Feb 2010

Developed interaction design solutions across different platforms, from initial concepts to launch and evaluation. Defined the design process and created documentation templates.

Main projects include: Skype Windows Client and Skype Website redesign.

### **BBC User Experience & Design, London**

Interaction Designer

Oct 2007 - Mar 2009

Developed interaction design solutions across different platforms. Producing design requirements, personas, storyboards, scenarios, user flows, design prototypes, user research and usability testing. Recruited and hired interaction designers. Line managed 2 interaction designers.

Main projects include: BBC Homepage, BBC Mobile iPlayer, BBC iPhone App and Project Canvas.

### **Empathise, London**

Interaction Designer (contract)

Sep 2007 - Oct 2007

Produced wireframes, visual mockups, site information architecture for World Economic Forum redesign. Flash demo development for Vodafone Live Portal.

### **Faculty of Fine Arts of the University of Lisbon, Lisbon**

Teaching Assistant Tutor

Jan 2005 - Jun 2006

Tutor assistance in Information Graphics module, student assessment, technical support and room management in several levels of its operation.

### **Cestag, Lisbon**

Web Designer

Oct 2002 - Dec 2002

Created visual mockups for websites and DVDs. Flash development and 2D digital animation.

## **Education**

### **Master of Arts in Design for Interaction: University of Westminster, London**

Sep 2006 - Sep 2007

Interdisciplinary course in Interaction Design. Focus on User Interface Design, Physical Computing, Service Design, User Centered Design and Human Cognition.

Thesis: In-Between, Exploring subtle social interaction in the mobility space.

Advisors: prof. Roman Buj, Odeya Noble-Bougay

### **Erasmus Exchange Programme in Graphic communication: Norwich School of Art and Design**

Jan 2004 - May 2004

5 month programme of design theory and practice. Focus on desktop and web publishing.

### **Bachelor (Licenciatura) Degree in Communication Design: Faculty of Fine Arts of the University of Lisbon, Lisbon**

Sep 2000 - Sep 2005

5-year degree on Arts and Design theory and practice. Focus on Graphic Design, New Media Design, Interaction Design, Aesthetics, History of Art, Geometry, Anthropology and Sociology.

## **Awards, Exhibitions and Publications (selected)**

### **Awards FBAUL 03'08, Lisbon**

2008

Publication and Exhibition of academic work in Awards FBAUL 03'08,

### **RedesignMe, Eindhoven**

2007

Betavine Mobile redesign - Winner

**Responsive Environments: Architecture, Art and Design, London**  
2006

Interactive installation featured in this publication by the V&A Museum

**Experimenta Design 2005: Design Biennial, Lisbon**

2005

Interactive installation presented in S\*Cool Ibérica Exhibition

**Affiliations**

**Interaction Design Association**

IxDA Member

2008 - (present)

**Association of Computer Machinery**

Member

2009 - (present)