

Carlos Rosemberg Maia de Carvalho

User Experience Strategist, Researcher and Designer

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User Experience Specialist with a focus on User Research and a solid background in Human-Computer Interaction, Design and Business. Fuelled by curiosity and passion for understanding human behaviour, I help product teams create and optimize digital products and services, from strategy to design.

QUALIFICATIONS

- Extensive experience in the R&D innovation environment, connecting product strategy and UX ;
- Hands-on experience integrating Design Thinking and Agile frameworks with strong workshop facilitation skills;
- Strong experience with Qualitative and Quantitative Research methods such as Interviews, Contextual Enquiry, Secondary Research, Usability Testing (moderated/unmoderated, remote/in-person), Surveys, Log Analysis, Card Sorting, and A/B (multivariate) Testing;
- Strong experience in creating research-based UX solutions, from initial concepts to Information Architecture and low/high fidelity mockups, with proficiency in design tools including Axure, Sketch, Figma and Adobe XD.

EXPERIENCE

Toptal (US – Remotely)

Senior User Experience Specialist (May 2016–May 2019 and Jun 2020 - Present)

- Helped in the successful redesign of the healthcare platform Rhinogram, using HCI Literature Review, Interviews, User Journey Mapping, Card Sorting, Usability Inspection, Remote Usability Testing, A/B Multivariate Testing and Tree Testing;
- Helped to improve the conversion rate for eCommerce/Fintech startups using Competitive Landscape Research, User Journey Mapping, Usability Testing, Heat Maps and Log Analysis (Google Analytics).

Symcor (Canada)

Senior Design Researcher (Jun 2019–May 2020)

- Planned and conducted design research studies for B2B initiatives focused on the largest Canadian Banks;
- Led and executed techniques such as Stakeholder Interviews, Desk Research, Customer Journey Mapping, Service blueprinting, Personas, Usability Testing, Usability Walkthrough, and Card Sorting;
- Planned and conducted several empathy and ideation workshop sessions, both in person and remotely.
- Mentored other team members on agile research techniques;
- Helped to develop a lean innovation framework focused on supporting new product development, from discovery to testing.

Ignitiva Consulting (Brazil)

Senior User Experience Specialist (Feb 2014–May 2019)

- Conducted a thorough user study for *Banco do Nordeste do Brasil* (Northeast Bank of Brazil), the largest development-focused institution in Latin America. Led In-depth Interviews, Log Analysis, Secondary/Desk Research, Personas, Usability Testing, Workshop facilitation, High-Fidelity Prototyping and Hypotheses Validation. The study led to the ongoing revamp of their internet banking platform;
- Helped *O Povo Online*, a media conglomerate in Brazil, to increase user engagement in ~300% and mobile advertisers in ~800% by leading its platform redesign with Desk Research, Surveys, Log Analysis, Usability Testing, Card Sorting, Personas, Co-creation, Hypotheses Validation, and A/B Testing;
- Trained more than 120 professionals from corporations, startups and government in UX methods.

Instituto Atlântico (Brazil)

UX Research Lead & Product Owner (2011–2016)

UX Designer / HCI Group Lead (2008–2011)

UX Designer (2005–2008)

- Led UX Research and requirements management as internal Product Owner in several projects for the R&D departments of clients like **HP**, **SONY**, and **LG**, using a range of methods including Ethnography, Contextual Enquiry, Co-Creation, Rapid Prototyping, and Usability Testing;
- Trained and mentored dozens of junior and intermediate coworkers in UX Agile methods;
- Introduced the Design Thinking paradigm to the company, now widely used by several teams;
- Led the HCI Group, a three-year program that served more than 40 projects and helped to institutionalize UX/HCI across the company;
- Published six articles in industry tracks of academic symposiums, mostly about incorporating HCI methods in an engineering-oriented culture;
- Awarded by coworkers and board of directors as one of the company's best performances in 2015.

EDUCATION

Post-graduate Certificate in Design Management

George Brown College, 2019 (Toronto, Canada)

M.Sc. in Human-Computer Interaction

The University of Fortaleza, 2013 (Fortaleza, Brazil)

Post-graduate Certificate in Digital Design

Estácio de Sá University, 2008 (Fortaleza, Brazil)

Bachelor in Business Administration

The Federal University of Ceará, 2006 (Fortaleza, Brazil)

VOLUNTEERING

HCI Research Collaborator

(University of Fortaleza, 2010–2018)

Manuscript Reviewer

Computers in Human Behaviour (2013–2018)

Program Committee Member

Brazilian Symposium on Human Factors and Computing Systems (2014–2016);

Interaction South America (2014–2016)

IXDA Local Chapter Leader

(Fortaleza, 2011–2018)