



Alice Santos

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40 years old
Married
Brazilian

Practical Experience

11/2017 – 12/2023 **Samsung R&D - Sidia, Manaus, Brazil**

Largest R&D Institute in Brazil, developing solutions involving mobile apps, wearables, Smart TVs. Also developing platforms and applications for virtual reality glasses, augmented reality, artificial intelligence, and the creation of world-class games.

04/2022 - Technical Specialist

- Work with Metaverse Explorations having the user-centered design as the approach;
- Direct the Design team to build the UX and UI strategy;
- Support and mentor designers to develop a substantial knowledge about Augmented Reality content. I also collaborate with other designers within and cross-team to solve design challenges and maintain a level of design consistency and coherence across client products.

02/2019 - Senior UI Designer

- Design concepts, explorations, and prototypes for emerging technologies (AR/MR) to validate design ideas and recommend the best practices;
- Prepare and maintain documentation, style guides, and asset resources for the Development and QA team to follow and use;
- Design workshops with clients and team members (designers, concept artists, and developers);
- Collaborate in Usability tests with users and data analysis;
- Co-create, align, and collaborate with many internal stakeholders to develop assets for testing and embedding ongoing learning into new projects;
- Art Direction in projects involving conceptual art.

09/2017 - UI Designer

- Design conceptual wireframes, diagrams, and prototypes with the Development team to solidify design direction;
- Art direction with the art team to produce the virtual scenarios;
- Prepare and maintain documentation, style guides, and asset resources for art, programming, and QA team to follow and use.

Achievements: Has contributed to the AR community, publishing three papers about Augmented Reality in international renowned conferences, elevating the Institute to another level among international R&D Institutes. Also, was in charge of guidance and lead designers on an AR Program composed of a hundred people split into six projects.

03/2014 – 05/2015 **Microsoft R&D - INdT, Manaus, Brazil**

An Institute dedicated to researching and development of mobile software and telecommunication technology. The Institute was founded in Brazil by Nokia in 2001 and became Microsoft's in 2014.

UI Designer

- Created new concepts for mobile and desktop apps;
- Supported usability tests for different stages of the product development cycle: Heuristic evaluation, Usability Studies, and Benchmarks;
- Provided UI documentation, and UI specifications.

Proposed and performed an Accessibility Design Group, adding a new team specialized in attending to the new projects with this requirement.

06/2010 – 01/2014 **Opportunity Publicity, Manaus, Brazil**

One of the largest advertising agencies in Manaus. It encompasses graphics and identity, packaging, trade marketing, advertising, and communications. Attending several national and international brands, such as Hyundai, SsangYong, and Samsung.

Art Director & Graphic Designer

- Art direction for graphic and digital advertising
- Brand design plus interior design
- Brand design
- Trade Marketing events
- Was responsible for translating visual concepts into exceptional design work;
- Was Self-managed – Planning and managing my tasks, time, and deadlines;
- Collaborated closely with the video production studio, copywriters, and photography studio;
- Guided visual artists to collaborate with an authentic visual approach, and turn the Campaigns into masterpieces.
- Worked to build excellent working relationships with clients and showing unique approaches in presenting brand projects, as well as advertising Campaigns.
- Was in charge for creating several brand projects for restaurants, and because of that, it made me an expert in this niche.
- Worked with large brands such as Hyundai, Subaru, SsangYong, and Samsung Latin America.

Achievements: Was the designer responsible for bringing the Samsung Latin America account to the agency, after her Christmas Campaign proposal.

Additional Experience

01/2005 – 10/2017 **Multidisciplinary skills**

My forte has always been linked to Graphic/Visual Design, but as a freelancer, I had the opportunity to work with multidisciplinary design areas:

Service design / Interior design / Set design to restaurant and store / User experience / Product design

Always having a horizontal performance, building the product from zero, prioritizing the delivery phases until its launch. All this creating together with the client so that the delivery was as assertive and satisfactory as possible.

Education

- 08/2015 – 03/2018 **Martha Falcão College – Wyden International, Amazonas, Brazil**
Technician in Interior Design
 Final Project: Proposal for an office with universal accessibility
- 08/2014 – 03/2015 **Foundation of Analyze, Research and Technological Innovation Centre - FUCAPI, Amazonas, Brazil**
Specialization in Interaction Design
 Final Project: Creative Innovation and perception of the Mobile Apps Development. Final Grade: 9.3
- 03/2002 – 06/2007 **Federal University of Amazonas (UFAM), Amazonas, Brazil**
Industrial Design with emphasis on Visual Programming (B.Sc.), GPA: 8,2
 Final Project: Educational Software for Autistic Children of the Severe Level. Final Grade: 9.6.
The monography was published as a paper at the 4th International Congress of Design Research, held in Rio de Janeiro (RJ) in 2007, in the areas of Ergonomy, Usability, and Education.

Scholarships & Awards

- 02/2015 **Award**
 Certificate of acknowledgment from a great value attitude - Can-Do Attitude Program at Microsoft – INdT.
- 11/2014 **Award**
 The Educational Software for Autistic Children, named 'Lina Educa', was nominated to the Péter Murányi Award 2015.

Voluntary Work

- 01/2012 – 06/2014 Educational App for autistic children – 'Lina Educa', Manaus, Brazil.
- 02/2015 Painting artwork with neurotypical children to stimulate their creativity and socialization.
- 2021 Was a mentor for a junior Designer from Dallas, Texas (Breanne Moreno).

Languages, tools and courses

Portuguese	English
Native	Full professional proficiency.

Microsoft Office
 Microsoft Word, Microsoft Excel and Microsoft PowerPoint

Adobe Suite
 Photoshop, Illustrator, Sketch, Premiere. Opened to learn any tool if it is necessary.

Courses
 Data Visualization - Cooper; Design Leadership Cooper; Design System – Alura; Design Thinking - DTG Brasil; Design Thinking – INSITUM; Design with Agile - Rosenfeld Media; International Immersion Intensive English Program - Life Institute / Learning Institute of Foreign Education; Introduction to Agile Projects – INdT; Product Owner - SCRUMstudy / Accreditation Body for Scrum and Agile; Service Design - live|work Brasil; Storytelling and Lighting in HQ – Alura; Team Leadership - Cóndor Blanco International