

Beatriz Russo

CONTACT

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OBJECTIVE

Looking for a full time design research position. Searching for opportunities to plan and conduct (mainly) qualitative research on user experience/people research.

QUALIFICATIONS

Design Skills

Human-centered design, People's research, ethn methodology, context mapping, cultural research.

Strengths

Qualitative data analysis, supervising research projects, team work,

Technical Skills

Good knowledge in MSOffice, Adobe package, Corel Draw, and Macromedia Director. Exposure to Auto CAD, 3D Max, and Dreamweaver.

Languages

Proficiency in English and Portuguese. Good knowledge of French and Spanish. Basic knowledge of Dutch.

HONORS

Granted with a scholarship to pursue a PhD in Design at Delft University of Technology, the Netherlands, from the National Council of Research (CNPq), Brazil.

Nominated for 'best paper' award (got 2nd position) at the Design & Emotion Conference in Hong Kong, 2008.

Granted with a scholarship for 'academic excellence' while pursuing a Master of Science Degree in Industrial Design (dept. of ergonomics and usability) at the Pontifical Catholic University of Rio de Janeiro (Brazil).

WORK EXPERIENCE

PhD Researcher at Delft University of Technology, Faculty of Industrial Design, ID Department, Design & Aesthetics section (Oct.05 - Mar.10). Carried out PhD research, developed research tools, supervised MSc and BA students on research projects, and tutored BA students in the course 'Design and Experience'.

Freelancer Designer (Sep.04 - Sep.05)

Worked on several design projects. packaging, architectural projects, and taught model making in an interior design course at SENAC.

Researcher at LEUI (Ergonomics and Usability of Interfaces lab) at the Pontifical Catholic University of Rio de Janeiro (PUC-RIO), RJ, Brazil (Mar.03 - Jun.04). Carried out MSc research project, lectured at the Ergonomics specialization course (also at UFJF - Federal University of Juiz de Fora, Minas Gerais, Brazil), supervised student's projects, and organized design conferences (Ergodesign, usIHC, and P&D).

Design manager at Apneia, Rio de Janeiro, Brazil (Jan.02 - Jan.03). Responsible for the design of fashion accessories, interior design of shops, catalogs, textile prints, and color combination at this fashion design company.

Designer and scale model-maker at Observato Design (Ago.00 - Dec.01 and free-lancer over 3 years). Designed and built scaled models for design and architecture offices.

Graphic design intern at the Institute of Civil Aviation (IAC), Rio de Janeiro, Brazil (Jul.99 - Jul.00). Re-designed the aerovinary plans of many Brazilian national airports and designed both graphic and digital institutional material for Brazilian airforce.

EDUCATION

PhD in Emotional Design/ Product Experience, Delft University of Technology, Delft, The Netherlands (2005-2010). Research focused on (1) understanding the dynamics of relationships between people and products they love, (2) developing research tools to collect interaction events and experiences in long-term relationships, (3) and constructing a framework for those who aim to design for 'love' person-product context.

MSc in Ergonomics and Usability, Pontifical Catholic University of Rio de Janeiro (PUC-RIO), RJ, Brazil (2003-2005). Researched the incongruencies between the usability and pleurability of consumer products.

Expertise in Applied Ergonomics, Pontifical Catholic University of Rio de Janeiro (PUC-RIO), RJ, Brazil (2002). Among other projects, studied the physical and cognitive constraints suffered by control room operators and re-designed their work environment.

BA in Industrial Design (Product Design), Faculdade da Cidade, Rio de Janeiro, RJ, Brazil (1998-2001).

REPRESENTATIVE PUBLICATIONS

Russo, B., Boess, S., and Hekkert, P. (submitted). 'What's love got to do with it?' Love in person-product relationships.

Russo, B., Boess, S., and Hekkert, P. (2009). Assessing interactions in enduring product experiences: The EXITool. In: Proceedings of the 17th World Congress on Ergonomics, IEA2009, August 9-14, Beijing, China

Russo, B., Boess, S., and Hekkert, P. (2008). Talking about interactions: Eliciting structured interaction stories in enduring product experiences. In: Proceedings of the 6th Design & Emotion conference, October 6-9, Hong Kong, HK