

**Fernanda Scur**

## STATISTICS

Born: 17<sup>th</sup> July 1976

Education: Master of Science in Digital Media

Marital Status: Single

## PROFILE

Experienced project manager, interactive designer (focus on user usability) and front-end programmer. Very communicative and hard worker, with a great ability to act either individually or in a team, establishing a clear and objective vision of project process and goals.

I have 13 years experience as graphic designer, working in the areas of project management and planning, concept design, user usability analysis and front-end programming (Internet). I lived for a year and a half in the United States before starting a social communication course at the Federal University of Rio Grande do Sul (Brazil), working aside with interactive design. From 2003-2008 I Lived in Germany both working and pursuing a master of science in digital media. I am currently living in Porto Alegre, Brazil, pursuing a PhD in ICT4D (Information and Communication Technologies for Development) part-time based in London. I am a Brazilian / Italian citizen fluent in English, Spanish, Portuguese (Brazilian) and German.

## LATEST WORK EXPERIENCES

### **Purnima Web Projects - Executive Manager/Interactive Designer/ UX Consultant**

January 2002 - Present

Purnima Web Projects is my individual company. My main responsibilities here include: assessment and briefing of projects, client contact, resourcing and staffing allocation (search for partners), project definition, planning and development.

### **Fox Mobile Entertainment (Former Jamba GmbH) - Art Director for the Online Community / UX consultant**

April 2006 - December 2008

My main responsibilities here include: User Experience Prototyping, Team Management, conception and design of user-friendly web interfaces, briefing of online marketing campaigns, development of product presence in the Internet.

### **Oikodomo Global Technologies - Senior Designer and Software Ergonomy Consultant**

Porto Alegre, Brazil, 2<sup>nd</sup> semester of 2002

Main tasks: Management of internet projects, conception and design of user-friendly software/web interfaces, development of product presence in the internet and flash storyboarding/animation. I was also working closely with a team of software development experts since project inception, giving consultancy for the the back-end software architecture.

### **Go Digital, Senior Designer**

Porto Alegre, Brazil, June 2000 - Dezember 2001

Main tasks: Management of internet projects, conception of arquitetura, design and front-end programming of user-friendly software/web interfaces. Clients include RBS TV (Main regional TV station of southern Brazil), GVT (main telecom company of central and southern Brazil) and Telemig Celular (main telecom company of northern Brazil)

## EDUCATION

### PhD in Geography (Information and Communication Technologies) - Royal Holloway University of London

London, October 2006 - Present

Part-time and distance based.

Dissertation Title: "Deconstructing ICT4D Projects: Towards a Framework for Sustainable Interaction".

### Master of Science in Digital Media - International School of New Media (ISNM) at University of Lübeck

Germany, October 2003 - July 2005

Attended classes in media technology, information architecture, human-computer interaction, interactive design, streaming media, film production, project management and cooperative work.

Thesis: "ICT for development stakeholder co-ordination and co-operation: Evidences of a Tanzanian-German co-operation". A field research applied for the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ).

Class Project: "Collective Memory - Human Moments of a Path". An interactive flash website exhibited in St. Petri Church, Lübeck, January 2004

### Bachelor in Social Communication (Emphasis in Advertising) - Universidade Federal do Rio Grande do Sul

Porto Alegre, Brazil, August 1995 - December 1999

Assisted classes in communication theories, semiology, graphic design and photography

Thesis: "An analysis of human behavior towards images: Analogue Photography x Digital Imaging"

## SKILLS

Expert level working knowledge of industry standard software including: Adobe (Photoshop, Illustrator, InDesign, Acrobat), Macromedia (Homesite, Dreamweaver, Freehand, Flash, Fireworks) and Microsoft (Office, Project, Visio) and front-end programming languages XHTML and CSS (Webstandards) as well as Web 2.0 tools. Excellent communication skills including project management, resourcing and planning and client interaction. Fluent in English, Spanish, Portuguese (Brazilian) and German, working knowledge of Italian.