

CARLOS ROSEMBERG

User Experience Strategist, Researcher and Designer

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TOPTAL (UNITED STATES / REMOTELY)

Senior UX Designer / Researcher (May/2016 - present)

- Since Oct/2016, participating in the redesign and growth of the Rhinogram platform, a HIPAA-compliant messaging service for healthcare.
- Helped to increase the conversion optimization for the home improvement company Improvenet.com;
- Helped to increase conversion optimization for the e-commerce site Unionstation.com.

INSTITUTO ATLÂNTICO (BRAZIL)

Requirements Leader / UX Researcher (Sep/2011 - May 2016)

- Successfully applied Agile/UX techniques in complex projects for clients like HP, SONY, and LG.
- Increased product delivery in several projects by optimizing internal backlog management tools and practices.
- Helped to improve the company's effectiveness by actively participating in its process redefinition, based on Agile and Design Thinking.
- Awarded by colleagues and management team as one of the company's best performances in 2015.

Lead Designer (Jul/2008 - Ago/2011)

- Founded and led the company's User Experience group, from 2008 to 2011.
- Managed the allocation of designers (including myself) in multiple, concurrent projects;
- Led several internal initiatives to evolve the company's culture towards innovation and collaboration;

Designer (Apr/2005 - Jul/2008)

- Responsible for the UX/UI design (from visual to HTML/CSS/Javascript) on several projects for clients in the industrial and financial sectors;
- Led the application of Web Standards (an emerging trend by that time) in a large, complex project for a government bank in Brazil;
- Actively participated in the UX Design process improvement.

MULTIVIRTUAL MARKETING INTERATIVO (BRAZIL)

Founder / Designer (Aug/2000 - Apr/2005)

- Founded the company with other three partners;
- Performed Interaction Design, Information Architecture and Project Management activities in more than 15 projects;
- Among clients, the leading Brazilian coffee producer (Santa Clara / Três Corações), the state's electricity supplier (COELCE) and the Ceara State Government.

EDUCATION

Masters in Computer Science
(Human Computer Interaction)
University of Fortaleza, 2013

MBA in Digital Design
Estácio de Sá University, 2008

Bachelor in Business Administration
Federal University of Ceará, 2006

COMMUNITY

IXDA Fortaleza (leader / member)
(2009-present)

Program Committee Member
Interaction South America
(2014/16), IHC Brazil (2014-16)

World Usability Day organizer
(2008 - 2010)

PROFICIENCIES

Skills

Business Modeling, Competitive Analysis, Workshop Facilitation, Agile Frameworks and Methods, Backlog Management, Qualitative and Quantitative Research, User Journey Mapping, Business Process Modeling, Usability Testing, Prototyping, Visual Design

Tools

Axure, Invision, Sketch, Adobe CC, UXPin, OptimalSort, Usability Hub, Camtasia, Excel (advanced)