

# Eduardo **Ariel**

## Summary Profile

A pioneer in the field of Human-Computer Interaction in Brazil. A creative professional lead, designer, advertiser, UX researcher, academic researcher, academic manager, professor, and evaluator for the Jabuti Prize (Creative Economy category), with over 25 years of experience. Active in the market with a background in User Experience (UX), service design, ergonomics, usability, information architecture, digital communication, agile methods, interaction design, and the creative economy. I serve as lead designer on the personal project of the Teixeira family virtual museum. I am a professor and tutor in Design programs at Infnet and UniCarioca. At Cesar School, I worked as coordinator of the Professional Master's Program in Design, contributing to the program's improved evaluation, and as lead researcher of the ALEC research line at Cissa. I also served as vice president of Fórum PPGDESIGN and president of the P&D Design 2026 Conference. At ACT Digital and Globo, I worked as a UX Researcher and UX Designer, and as a researcher in accessibility and usability at INT. At ESPM, I led key academic innovations, including: the creation of the Professional Master's in Creative Economy Management (with a research line in design); the "Contexto & Pesquisa" book series; coordination of the CPA; structuring of research laboratories; creation and supervision of the Design & Digital Experience Observatory; creation of the Crio Think Tank; leadership of the Agenda 2030 project in partnership with Fiocruz; and oversight of the compliance agreement for the Communication & Marketing program with Inep. I also led strategies involving leadership and team members across Marketing, Press Relations, and Internal Communication. I was responsible for positioning ESPM within the public agenda of the city of Rio de Janeiro, including integrating the institution into the strategic forum of ALERJ. At Faculdade Senac-Rio, I designed and implemented the undergraduate program in Graphic Design Technology, coordinated the CPA, and prepared the institution for its reaccreditation process. Additionally, I developed service design solutions for both the built environment and distance learning (EAD) at ESPM Rio. I also designed and organized a web design team responsible for implementing the first generation of e-Government (e-Gov) initiatives in state government websites between 2000 and 2002. As an academic director and coordinator, I have consistently driven management approaches grounded in Design Thinking, Experience Design, and Strategic Communication, building genuine differentiation and high-performing teams. My research trajectory focuses on Creative Economy and Design, User Experience, Accessibility, Interaction Design, and Services. More recently, I have incorporated the themes of Design, Dark Patterns, and Cybersecurity. I am a member of the Interaction Design Foundation and the Service Design Network.

## Part 1. Personal information

### 1a. Personal Record

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|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Degree                        | Postdoctoral studies in Design and Information Science; PhD and Master's in Design                                                                                        |
| Full name                     | Eduardo Ariel de Souza Teixeira                                                                                                                                           |
| e-mail                        | earielteixeira@me.com                                                                                                                                                     |
| Phone                         | +5521991580385                                                                                                                                                            |
| LinkedIn                      | <a href="https://www.linkedin.com/in/earielteixeira/">https://www.linkedin.com/in/earielteixeira/</a>                                                                     |
| Webiste                       | <a href="https://www.eariel.net">https://www.eariel.net</a>                                                                                                               |
| Academic timeline             | <a href="https://www.eariel.net/_files/ugd/f020d8_9b050571b2f441489a50124c86aef267.pdf">https://www.eariel.net/_files/ugd/f020d8_9b050571b2f441489a50124c86aef267.pdf</a> |
| Lattes CV                     | <a href="http://lattes.cnpq.br/9190622937276461">http://lattes.cnpq.br/9190622937276461</a>                                                                               |
| ORCID                         | <a href="https://orcid.org/0000-0002-3778-9768">https://orcid.org/0000-0002-3778-9768</a>                                                                                 |
| Behance                       | <a href="https://www.behance.net/eduardosouza1">https://www.behance.net/eduardosouza1</a>                                                                                 |
| Interaction Design Foundation | Credential No. 78775                                                                                                                                                      |
| Service Design Network        | Member since 2022                                                                                                                                                         |
| Address(es)                   | PE: Rua Real da Torre 818, apartment 102, Madalena, 50710-100<br>RJ: Rua Voluntários da Pátria 127, apartment 218, Botafogo, 22270-000                                    |

## Part 2. Summary

### 2a. Education

| Degree                | HEI                | Field of study and program name                                                                                                                                                                   | Dates (start and end) |
|-----------------------|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| Postdoctoral Research | ESDI/ UERJ         | Design (Service Design)                                                                                                                                                                           | 12/2023 – 12/2024     |
| Postdoctoral Research | IBICT / MCT        | Information Science                                                                                                                                                                               | 02/2012 – 03/2013     |
| Ph.D.                 | PUC-Rio            | Design (Human-Computer Interaction; Interaction Design)                                                                                                                                           | 02/2005 – 03/2008     |
| Master's Degree       | PUC-Rio            | Design (Human-Computer Interaction, Usability & Complex Interfaces)                                                                                                                               | 02/2002 – 12/2004     |
| Postgraduate Studies  | PUC-RS             | Use Experience Design and Beyound                                                                                                                                                                 | 06/2026 – 03/2027     |
| Postgraduate Studies  | UniCarioca         | Postgraduate Certificate in Interface Design                                                                                                                                                      | 02/2000 – 03/2001     |
| Bachelor's Degree     | ESPM               | B.A. in Social Communication, with an emphasis on Marketing                                                                                                                                       | 03/1996 – 12/1999     |
| Continuing Education  | PUC-Rio            | Agile Project Management: Applying New Methods and Motivating People                                                                                                                              | 05/2021 – 05/2021     |
| Continuing Education  | Yale University    | Managing Emotions in Times of Uncertainty & Stress                                                                                                                                                | 06/2026 – 07/2026     |
| Continuing Education  | MIT                | Designing High-Impact Solutions with MITdesignX                                                                                                                                                   | 05/2024               |
| Continuing Education  | Chicago University | Storytelling with Strategic Data                                                                                                                                                                  | 06/2024               |
| Short Courses         | Udemy              | Service Design, Designer Gráfico (Photoshop, Illustrator e InDesign), Adobe Premiere, Adobe After Effects, Figma, OKR (Objectives and Key Results), Scrum, Kanban e liderança de alta performance | 03/2022 – 08/2022     |

### 2b. Leadership Experience

| Organization    | Position                                                                                          | Dates             |
|-----------------|---------------------------------------------------------------------------------------------------|-------------------|
| Fórum PPGDesign | Vice President of Fórum PPGDesign (Brazilian Forum of Graduate Programs in Design)                | 06/2025 – 04/2026 |
| CISSA           | Research Lead of the EMBRAPA-funded ALEC Research Line.                                           | 10/2025 – 04/2026 |
| P&D Design      | Conference President — P&D Design 2026 (Brazilian Conference on Design Research and Development). | 04/2025 – 04/2026 |

## 2c. Highlights

| Organization       | Achievements                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Period            |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| Cesar School       | <b>Coordinator:</b> development of the most recent four-year evaluation report for the Professional Master's Program in Design (MPD), contributing to its advancement from score 3 to 4. Lead organizer of the P&D Design 2026 Conference. Designed the entrepreneurial track for the MPD. Established and strengthened relationships with internal stakeholders, Porto Digital, private sector partners, third sector organizations, and government entities.                                                                                                                                                                                                                                                                                                                                                        | 01/2025 – 04/2026 |
| CISSA / Cesar Org. | <b>Research Lead:</b> Led the development of the ALEC research project funded by EMBRAPIL, expanding its scope to encompass Design, Cybersecurity, and Social Engineering. Structured and organized the multidisciplinary research team and established the project's research framework and methodology, incorporating internationally recognized human factors and user experience evaluation standards, including ISO 9241, WCAG, and the NASA Task Load Index (NASA-TLX).                                                                                                                                                                                                                                                                                                                                         | 11/2025 – 04/2026 |
| ACT Digital        | <b>UX Lead:</b> Led the evaluation and design of user experiences for both external and internal users of Cartola and BetMGM Brazil, a joint venture between Globo and MGM. Contributed to an international UX initiative in collaboration with Finnish consultants partnering with MGM, working alongside multidisciplinary teams from ACT Digital and other technology partners. Conducted user research, interaction design, usability evaluations, and experience optimization to support the development of large-scale digital products aligned with global UX and human-centered design practices.                                                                                                                                                                                                             | 07/2024 – 01/2025 |
| Instituto Refazer  | <b>Service Designer:</b> Redesign of the organization using Service Design methods, contributing to its recognition in the <b>Best NGOs 2024 Award</b> . URL: <a href="#">Best NGOs 2024 – Instituto Refazer</a><br><br>Evaluation and design of interactions for external and internal users of the NGO. Research in service design and UX. This work is carried out in collaboration with the presidency and executive board, with full institutional support. Included in the first "Doutor na Empresa" call by FAPERJ.                                                                                                                                                                                                                                                                                            | 03/2023 – 06/2024 |
| Globo              | <b>Senior UX Researcher and Designer:</b> Creation, testing, and validation of digital products and services for Globo's Digital Hub (Accessibility, UX Research, and Design). Member of the AI Guild. Led the "Day Test" initiative.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 10/2022 – 09/2023 |
| INT                | <b>Accessibility and Usability Researcher Sênior:</b> Conducted validation of technologies funded by FINEP and the Brazilian Government.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 09/2022 – 02/2026 |
| TEIXEIRA           | <b>UX Designer and Creative Lead:</b> Led UX design and creative direction for the recovery and preservation of the legacy of Oswaldo Teixeira, founder and director of the Museu Nacional de Belas Artes.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 02/2017 – Present |
| ESPM               | <b>Director:</b> Portfolio management of the Rio de Janeiro unit. Creation and coordination of the InterAção Laboratory associated with the Professional Master's Program in Creative Economy Management. Creation of the Professional Master's Program in Creative Economy Management and its research lines. Development and implementation of the cRio Think Tank. Conceptualization and execution of the "Contexts & Research" book series. Established and strengthened relationships with internal stakeholders, Porto Digital, private sector partners, third sector organizations, and government entities. Responsible for the development of the Rio de Janeiro unit budget, performance and KPI management, EBITDA oversight, academic human resources management, and leadership of the Superior Council. | 06/2019 – 02/2021 |

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|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| PUC-Rio | <b>Coordinator, Postgraduate Program in Interface Ergodesign, UX, and AI:</b><br>Responsible for program coordination, faculty recruitment and management, approval of the advertising campaign, development of the academic calendar, and review and approval of the budget.                                                                                  | 10/2008 – 12/2014 |
| FAPERJ  | <b>Designer and UX Specialist:</b> Awarded Best Science & Technology Website (2002). Led the design and development of the <i>Science Map</i> website for the Government of the State of Rio de Janeiro. Built and managed the PRODERJ design team. Lead designer for the first generation of e-Government (e-Gov) initiatives in the State of Rio de Janeiro. | 06/1999 – 09/2006 |
| TREND   | <b>Designer:</b> Graphic Designer, Multimedia Designer, Editorial Designer, Instructional Designer, and Illustrator.                                                                                                                                                                                                                                           | 04/1998 – 03/1999 |

## Part 3. Professional experience

### 3a. Professional History (Designer, Advertiser, and Academic Manager)

| Position                                             | Organization                           | Main Activities                                                                                          | Description of Activities                                                                                                                                                                                                                                                                                            | Period            |
|------------------------------------------------------|----------------------------------------|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| Coordinator, Professional Master's Program in Design | Cesar School                           | Academic Management                                                                                      | Led and managed program affairs with CAPES, applicants, faculty, facilitators, and students; responsible for the most recent four-year evaluation report.                                                                                                                                                            | 01/2025 – 04/2026 |
| UX Designer                                          | ACT Digital                            | UX Designer and Research                                                                                 | Evaluation and design of user interactions (external and internal) for Cartola.                                                                                                                                                                                                                                      | 07/2024 – 01/2025 |
| Designer                                             | Instituto Refazer                      | Service Designer                                                                                         | Evaluation and design of user interactions (external and internal) for the NGO. Conducted research in service design and UX.                                                                                                                                                                                         | 03/2023 – 06/2024 |
| Senior UX Researcher                                 | Globo                                  | Technical leadership in UX Research for the Day Test initiative                                          | Modeling, systematization, and support of agile teams in qualitative user research projects, with an emphasis on UX, HCI, and Information Architecture.                                                                                                                                                              | 10/2022 – 09/2023 |
| Design Researcher                                    | INT – Instituto Nacional de Tecnologia | Usability and accessibility researcher for the Liber project and the EJA program on the AVAMEC platform. | Evaluation of the Liber system and prototype — a keyboard with a reading system converting text into speech or Braille. Evaluation of the EJA course on the AVAMEC platform.                                                                                                                                         | 09/2022 – 02/2026 |
| Designer and creative leader                         | Enciclopédia da família TEIXEIRA       | Designer lead                                                                                            | Responsible for the creative leadership of the institutional website and virtual museum project for the Teixeira family. Strategic modeling, UX design, and service design.                                                                                                                                          | 04/2021 – 12/2022 |
| Academic Director of ESPM Rio                        | ESPM                                   | Strategic director                                                                                       | Responsible for maintaining the academic and financial quality of the Rio de Janeiro unit, covering undergraduate and master's programs. Development of new academic programs. Updating academic documentation. Allocation of investments. Zero-based budgeting formulation. Preparation of reports for INEP and the | 09/2017 – 02/2021 |

|                                                    |               |                                                                                                                         |                                                                                                                                                                                                                                                                                                      |                   |
|----------------------------------------------------|---------------|-------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
|                                                    |               |                                                                                                                         | sponsoring institution, as well as compliance with public accountability requirements.                                                                                                                                                                                                               |                   |
| Professional Master's Program Coordinator          | ESPM          | Creator and coordinator of the Professional Master's Program in Creative Economy Management.                            | Development of the master's program proposal (APCN), including curriculum design and faculty selection. Management of program-related activities, development of academic products, network creation, campaign approval, website evaluation, and preparation of reports for government institutions. | 08/2015 – 09/2017 |
| Undergraduate Coordinator in Social                | ESPM          | Leadership and management of the program.                                                                               | Responsible for leading and managing program affairs in coordination with INEP, stakeholders, faculty, facilitators, institutional leadership, and organized civil society.                                                                                                                          | 12/2013 – 08/2017 |
| Think Tank Leader                                  | ESPM          | Leadership and management of the project ( <a href="http://www.crio.espm.br">http://www.crio.espm.br</a> ).             | Managed the Think Tank, promoting its culture, supervising team members, developing products, and presenting reports. UX design and website development. Formation of the cRio advisory board.                                                                                                       | 06/2019 – 02/2021 |
| Leader of the ESPM ON project                      | ESPM          | Project leadership and management.                                                                                      | Management and conceptualization of the ESPM academic portfolio platform (Rio, São Paulo, Porto Alegre).<br><br>It is a learning portfolio platform for documenting, selecting, and communicating projects developed by undergraduate students across ESPM programs.                                 | 04/2013 – 02/2021 |
| Leader of the InterAção Observatory                | ESPM          | Project design leadership and management. ( <a href="https://www.interacao.espm.br">https://www.interacao.espm.br</a> ) | Creation of the Digital Experience Observatory, approval by the institution's governing boards, faculty selection, organization of the research agenda, and development of the website.                                                                                                              | 06/2019 – 02/2021 |
| Leader of the Agenda 2030 Forum project            | ESPM          | Project design leadership and management. ( <a href="http://www.crio.espm.br">http://www.crio.espm.br</a> )             | Creation of the event, approval by the institution's governing boards, organization of the agenda, design and development of the website.                                                                                                                                                            | 08/2020 – 02/2021 |
| Academic Coordinator at SENAC-Rio                  | Senac-Rio     | Leadership and management of the program.                                                                               | Responsible for maintaining academic quality, managing the portfolio, selecting investments, approving campaigns, managing faculty members, and liaising with coordinators and regulatory bodies.                                                                                                    | 04/2004 – 04/2011 |
| Coordinator of the Web Design postgraduate program | UNIVER CIDADE | Leadership and management of the program.                                                                               | Responsible for maintaining academic quality, managing the portfolio, selecting investments, approving campaigns, managing faculty members, and interfacing with stakeholders (internal and external) and regulatory bodies                                                                          | 04/2005 – 07/2010 |

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|--------------------------------------------------------------------|---------|-------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| Coordinator of the postgraduate programs in Ergodesign, UX, and AI | PUC-Rio | Leadership and management of the program. | Review of the course proposal and faculty team. Preparation of the budget and approval of the campaign. Creation of the selection process and schedule. Review of lesson plans, agenda, and                                                                                                            | 10/2008 – 12/2014 |
| Designer                                                           | Faperj  | UX and UI Designer                        | Interface design for the FAPERJ and Government websites; selection and hiring of the design team; technical leadership of the design team (PRODERJ, SECOM, SOCINFO-RJ, Rede Rio de Computadores, and FAPERJ); information architecture modeling; user flows and UX testing; and front-end development. | 07/1999 – 09/2006 |
| Designer                                                           | Trend   | Multimedia and Webdesigner                | Interface design for games and educational applications, both for the web and physical media.                                                                                                                                                                                                          | 04/1998 – 03/1999 |

## Part 4. Most recent publications

### 4a. Articles

TEIXEIRA, E. A. S.; FREITAS, S. F.; RENDEIRO, F. F. **Service Design: A Case Study of Instituto Refazer.** *Journal of Design, Technology and Society*, v. 12, pp. 1–19, 2025.

TEIXEIRA, E. A. S.; FREITAS, S. F.; RENDEIRO, F. F.; WERNER, P. B. **Service Design as a Tool for Promoting Social Innovation in the Third Sector.** *Journal of Design, Technology and Society*, v. 12, pp. 1–19, 2025.

TEIXEIRA, E. A. S. **The Concept of Interaction Design Under Review: Literature Review and Interviews with Qualified Informants.** In: *Design Culture(s) | Roma 2020 Cumulus Conference*, Sapienza University of Rome, 2021.

JUNIOR, C. O.; TEIXEIRA, E. A. S. **Art, Design, and Mathematics: Software Programming as Artifice in the Creative Process.** In: *Design Culture(s) | Roma 2020 Cumulus Conference*, Sapienza University of Rome, 2021.

TEIXEIRA, E. A. S.; KARAM, K. A. **Digital Experience for Rio-based Brands.** In: *Ibero-American Interdisciplinary Congress on Creative Economy*, Rio de Janeiro: Síntese Eventos, 2020.

TEIXEIRA, E. A. S. **Interaction Design and Its Revisions.** In: *4th Internal Research Seminar of the Professional Master's Program in Creative Economy Management at ESPM Rio*, Rio de Janeiro, 2020.

PAULA, H. R.; TEIXEIRA, E. A. S. **Interaction Design for Developing Connections Between Product Brands and Digital Influencers.** In: *16th International Conference of the Society for Global Business & Economic Development (SGBED)*, São Paulo, 2019.

BORDIM, L. E.; TEIXEIRA, E. A. S. **Student-Centered Education and the Educational Experience.** In: *16th SGBED International Conference 2019: Balancing Globalization & Local Priorities*, São Paulo, 2019.

NOBREGA, A. C.; TEIXEIRA, E. A. S. **The Influence of Child Advertising on the Construction of Gender Stereotypes.** In: *16th International Conference of the Society for Global Business & Economic Development (SGBED)*, São Paulo, 2019.

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## 4b. Books

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TEIXEIRA, E. A. S.; SILVA, R. C. F. (Ed.); CICERO, J. R. (Ed.); SILVA, J. C. A. (Ed.); MIZRAHI, S. E. (Ed.). **Breaking the Visual Silence – Development and Adoption of Technologies for Inclusion.** 1st ed. Rio de Janeiro: Ed. INT, 2026. v. 1. 201 p.

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TEIXEIRA, E. A. S.; ABREU, L. M. (Eds.). **Interface Museums: The Phoenix from Ashes to Bits.** 1st ed. Rio de Janeiro: E-Papers, 2020. v. 1. 241 p.

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TEIXEIRA, E. A. S.; PERROTTA, I. V. (Eds.). **Creative Economy: Experience Design and Innovation Strategies.** 1st ed. Rio de Janeiro: E-Papers, 2020. v. 1. 170 p.

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## 4c. Book Chapters

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TEIXEIRA, E. A. S.; SCALABRIN, M.; BRITO, G.; SILVA, M. G. E.; CHALEGRE, V. **Accessibility in Virtual Learning Environments: Recommendations, Inclusive Practices, and Challenges in the Brazilian Context.** In: *Breaking the Visual Silence: Development and Adoption of Technologies for Inclusion.* 1st ed. Rio de Janeiro: Ed. INT, 2026, v. 1, pp. 119–149.

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TEIXEIRA, E. A. S. **Discussions and Interactions in the Experience Design Course.** In: TEIXEIRA, E. A. S.; ABREU, L. M. (Eds.). *Interface Museums: The Phoenix from Ashes to Bits. Student Production from the Interaction Design Course of the Professional Master's Program in Creative Economy Management.* 1st ed. Rio de Janeiro: e-papers, 2020, v. 1, pp. 138–181.

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RIBEIRO, V. S.; TEIXEIRA, E. A. S.; JESUS, D. V. **Toolkits and Intellectual Property: The Creation of a Cyberculture More Oriented Toward Creativity.** In: AGUILERA, J. G. et al. (Eds.). *Science in Focus [electronic resource]: Volume IV.* 1st ed. Nova Xavantina: Pantanal Editora, 2020, pp. 8–21.

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TEIXEIRA, E. A. S. *Opening.* In: TEIXEIRA, E. A. S.; ABREU, L. M. (Eds.). **Interface Museum: The Phoenix from Ashes to Bits.** 1st ed. Rio de Janeiro: E-Papers, 2020, v. 1, pp. 17–20.

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TEIXEIRA, E. A. S.; ABREU, L. M. **Discussion and Interactions Beyond the “Experience Design” Course.** In: TEIXEIRA, E. A. S.; ABREU, L. M. (Eds.). *Interface Museum: The Phoenix from Ashes to Bits.* 1st ed. Rio de Janeiro: E-Papers, 2020, v. 1, pp. 181–231.

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TEIXEIRA, E. A. S. **Myth of the Phoenix.** In: TEIXEIRA, E. A. S.; ABREU, L. M. (Eds.). *Interface Museum: The Phoenix from Ashes to Bits.* 1st ed. Rio de Janeiro: E-Papers, 2020, v. 1, pp. 7–10.

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## Part 5. Tools and Methods

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### 5a. Software

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**AI Tools:** Adobe Firefly, NotebookLM, Gemini, ChatGPT, Microsoft Copilot, Figma AI, Midjourney, DALL·E, Sora, and Siri

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**Apple:** Keynote, Page, and Numbers

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**Microsoft Office Suite:** Word, Excel, PowerPoint, Skype, Microsoft Teams

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**Adobe:** Adobe Photoshop, Illustrator, InDesign, XD, Dreamweaver, Acrobat, Bridge, and Creative Cloud

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**Digital Illustration:** Procreate, and Autodesk SketchBoo

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**Information Architecture and UX Research:** Optimal Workshop (Card Sorting, Tree Testing, First-click testing), Maze, and Dovetail

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**Project Management, Facilitation, and Group Dynamics:** Miro; Jira; Mural; Monday, and Trello

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**Prototyping:** InVision Studio; Proto.io; POP App; Figma; Principle; Framer

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**Videoconferencing:** Zoom, Google Meet, and Microsoft Teams

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**Remote Connection:** Remote Desktop

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**Screen Capture:** Screeny

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**Virtual Learning Environments (VLEs):** Blackboard, Moodle, and AVAMEC

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**Operating Systems:** macOS, and Microsoft Windows

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## 5b. Methods and Techniques

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**Strategic Modeling:** Business Model Canvas, Value Proposition Canvas, C Model, Empathy Map, SWOT Analysis (traditional and cross-analysis), BCG Matrix, and Clipping

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**Observational Methods:** Unstructured and Structured Observation, Serial Models for Target System Structuring, Task Analysis, and Action–Decision Flowcharts, and Shadowing.

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**Service Design:** Observation Diaries, Insight Cards, Service Safaris, Service Blueprints, Service Journeys, Mapping (Ecosystem, Stakeholders, Journeys, and Value Network), Service Deconstruction (Information Exchange Maps; Policy, Influence and Emotion; Artifacts; Environment), Crazy 8's, Decision Matrix, Idea Description, Moodboards, and Service Workshops.

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**Information Architecture:** Card Sorting, Navigation Flowcharts, Content Inventory, and Wishlist.

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**UX Research:** Prototyping, Heuristic Evaluation, Cooperative Evaluation, Formal Usability Testing, QUIS (Questionnaire for User Interaction Satisfaction), SUS (System Usability Scale), Pleasure Evaluation Questionnaire, and GUT Matrix (Gravity, Urgency, and Tendency).

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**Qualitative Research:** Focus Groups, In-depth Interviews, Action Research, Critical Incident Technique, and Oral History.

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**Modeling:** Personas, Persona Workshops, Scenarios, and Product/Service Identity Profile.

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**Quantitative Research:** Surveys and Questionnaires – Qualtrics and Google Forms.

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**Agile Methods:** Project Backwards, Scrum, Kanban, and Scrumban.

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