



Heloise Cullen

Interaction designer

heloisecs@gmail.com

+55 61 98141 3967

heloisecullen.com

2016 MFA | MFA Design & Tech, Parsons The New School for Design, NY, USA.

2014 BA | Industrial Design, Visual Design, Universidade de Brasília, DF, BRA.

Skills

Design: Interaction design centered in user experience, interface design (GUI, VUI), prototyping, design process/research for interaction design projects (personas, experience maps, user flows, etc), responsive projects, branding, visual identity, digital illustration and printed material.

Tools: Sketch, Zeplin, Figma, Illustrator, Photoshop, Indesign, Premiere, After Effects, Wordpress.

Code: HTML, CSS, Javascript (basic), Processing (basic).

Creative projects: Photography, interactive narratives.

Recognitions

2018: Atended [Mozilla Open Leaders 6](#) with [Jandig](#) project; selected to go to [MozFest](#) and granted a [MOSS Award](#).

2018: Organized first [Django Girls](#) Brasília with [PyLadiesDF](#), programming workshop for women.

2016: Art and tech [installation](#) exhibited at [Between Spaces](#), selected for show + symposium at Parsons, The New School.

Work Experience

Banco do Brasil May '19 - Present
UX/UI Designer in AI solutions.

µPlug Feb - May '19
Design for IoT interface, focused on style/component guide patterns.

LAPPIS - Universidade de Brasília Mar '18 - May '19
UX/UI and branding Design team in the FOSS EJ (Pushing Together / Empurrando Juntas) for citizen participation, from the creation of user flows and process mapping for decision making to the visual identity guidelines and the final interface.

Jandig - Augmented Reality Art Aug '18 - Mar '19
Interface and branding at FOSS [Jandig](#).

Flap Live Marketing Jan '17 - Jan '18
Web & Interactive Designer.

Rhizome.org Jul '15
Intern. Helped in preserving digital art work, publications on website and collaborated on Webrecorder.io - New Inc, New Museum, NY.

Universidade de Brasília - Anthropology Department
Jan - May '14
Technical Support scholarship by CNPq (National Counsel of Technological and Scientific Development) at IRIS lab, Anthropology Department, Universidade de Brasília.

Universidade de Brasília - CPAI Sept '12 - Aug '13
Intern at Centre for Research on Architecture of Information (CPAI - UnB). Research information design & tech.

EMBRAPA Jan '12 - Sept '12
Intern at The Brazilian Agricultural Research Corporation (EMBRAPA), Products & Market department.