

Portfolio |

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Introduction

Who I am, what I've been up to, what I'd like to be doing

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With a background in Computer Science focusing on User-centered Design, I am fascinated by designing for interaction.

My passion for understanding user needs started early, at university, when it became a hobby: evangelizing friends on user focus. Nowadays it is difficult to find a place or surf the web and not come up with a lot of complaints about the experience and how that can be done in a better way.

This booklet is not intended to be an extensive list and, due to non-disclosure agreements, I can't share detailed aspects.

I am currently based in Brazil and am looking for a full-time position in interaction design, user experience strategy and/or research. If you have any questions about the projects included here or any other aspects of my professional experience, please feel free to contact me at any time.

I look forward to speaking with you soon.

Sincerely,
Cynthia Belleza

vando

CESAR's van tracking system

This tracking system was idealized by CESAR's embedded systems group to help its users know when the van would arrive. Besides the hardware, the project manager asked a usability group to research the user experience to propose an interaction design.

The first step was to plan in accordance with available time (just three days): one for user recruitment and others for interviews and focus groups. Recruitment was made by web messenger and in person: four to focus group and six to interviews.

The results showed unexpected issues like delays caused by users calling asking the driver to wait and lack of space to park at some buildings. Considering this, we paper prototyped the two system components – web and messenger – and are planning a meeting with the specific stakeholders responsible for the van to discuss operation improvements unrelated to software.

My role

Concept Development

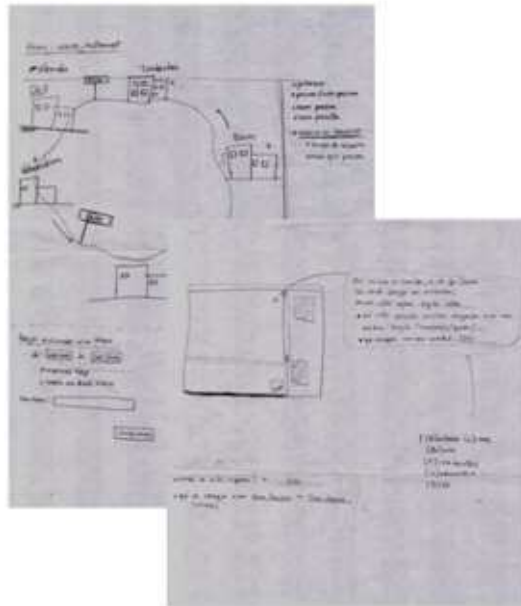
User Experience Research

Employed by

Recife Center for Advanced Studies and Systems (CESAR)

Status

On Development



CESAR's intranet

Redesign considering the users

More than five years ago, CESAR developed the Intranet. Since then, nobody thought about redesign until the beginning of this year. The design and communication teams decided to join together to investigate the user experience and propose a new interface.

Research was carried out with interviews of key persons of each area (e.g. Human resources, development, infrastructure etc.) by web messenger or in person. After that, we paper prototyped and defined information architecture in consensus with the data gathered.

The system is currently on development and prototypes are being made.

My role

Information Architecture
User Experience Research

Employed by
CESAR

Status
On Development



e-fisco

A usability evaluation on financial context

The Secretaria da Fazenda do Estado de Pernambuco (Sefaz) has as mission to provide and manage the necessary financial resources for the implementation of public politics in state of Pernambuco. One of its roles is to inspect the use of these financial resources. Currently this is being done through the e-fisco system.

Sefaz asked LAPS for a usability evaluation of the system. Our proposal was to work in two ways: solo and with users. We started with heuristic evaluation to better understand the interface issues, and then we planned usability tests with six users – and another six observers of Sefaz that wanted to learn more about usability – and a focus group after the tests.

The evaluation found more than just issues... it found voices that wanted to be listened to and a better understanding about what the system was supposed to do for its users.

My role

Usability Coordination

Heuristic Evaluation

Facilitator

Employed by

Laboratory of Evaluation of Software Products (LAPS)



Universities

Benchmarking and testing four different university websites

The project started as a request from a specializing student who wanted to compare four university websites for her thesis: Universidade Federal de Pernambuco (UFPE), Pontifícia Universidade Católica do Rio de Janeiro (PUC-Rio), Universidade Federal de Minas Gerais (UFMG), and Universidade de São Paulo (USP).

We separated the evaluation in three activities: benchmarking by the usability coordinator, user tests with questionnaires and a focus group. Ten users of distinct educational backgrounds, jobs and departments within the university appeared for the test.

The test was conducted in a laboratory, with one computer per user. The users were instructed to answer the questionnaires comparing the websites and feeling free to criticize and suggest ways to do something better. After this, we joined the entire group in the same room and began the focus group with the presence of the student who asked for the evaluation – our client.

My role

Benchmarking

Usability Coordination

Employed by

LAPS



Movie market

Selling and buying movie licenses

The world's second largest digital cinema company wanted software to allow licensors and licensees to sell and buy their movies online. With a team of three designers, two usability engineers and one project manager, we adopted the Scrum development process. This allowed us to delivery weekly releases and to gather more feedback from the client.

The interaction design concept defined by usability engineers through prototypes (e.g. paper, PowerPoint and Visio) is approved by the client – by telephone meetings – and possible changes are made before it is passed to the design team, who creates the art and implements the screens.

This project is on development, due October 2007.

My role

Scrum Master

Interaction Design

Employed by

CESAR

Status

On Development



Dell systems

Intern systems: redesign and proposal

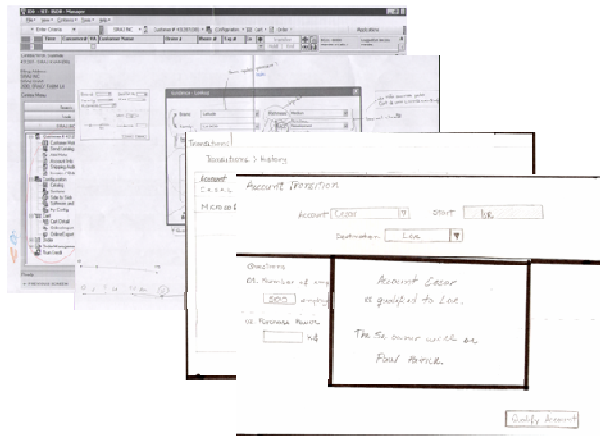
My role in Dell was related to two projects: one to redesign an internal system and another to propose an interface. Both were done by paper prototyping and a series of interviews with key persons in the project about the software goals and constraints.

My role

Interaction Design

Employed by

CESAR



Samsung games

Playing guitar and applying agile usability

CESAR dedicated almost 100% of my working time to Samsung's projects for 4 months. There are two games: one to teach how to play the guitar and another based on a new movement approach.

The process used was Scrum. So I had to adapt what had to be done with agile usability, putting the user focus in the projects beginning until its end. The team was very participative and we had the opportunity to share impressions about the interfaces throughout the releases. In particular, I could be supported by a pupil during the usability work. She helped me to detail better my actions and fortified the user rights defense.

For both games, we had user tests before the release delivery – every two or three weeks – and idea to share between them. The tests of the guitar game were in fact done with a guitar instrument. We used it to know how the user would react playing a chord, tuning the instrument etc. The other game had the interesting challenge of how to explain the movement on the first screen – the game success depended on it.

Each release was sent to the client with a report containing: user test plan, screens tested and results (issues, suggestions and new features suggested by the users).

My role

Interaction Design

Employed by

CESAR

Bacen

A design process for the Central Brazilian Bank

The Banco Central do Brasil is an autonomous federal institution and part of the National Financial System. The website is composed up of thousands of pages and is being redesigned for accessibility.

In this case, the design group of this project wanted a process to avoid rework and delays, which started to be common. Through interviews with designers, analysts and project managers, we noticed that there was a communication problem between designers and analysts. The first ones didn't understand what were expected for the screens through textual requirements documents. Besides that, low feedback from the client collaborated in this problem just in the final delivery.

Our proposal was to create a meeting to join designers, analysts and usability engineers in order to unify the understanding of the interface through paper prototyping beyond evolving this in a wireframe. This wireframe would be sent to the client, receive the approval and/or suggestions by them and turned into a web screen. In the first delivery, the client would focus on the interaction and information architecture while in next step would observe the visual identity. This process is still being used since we presented to the Bacen team.

My role

Process Definition

User Interviews

Employed by

CESAR



Laps

The usability evaluation process in LAPS

The Laboratory of evaluation of software products (LAPS) started in 2004 based on the necessity of evaluating software products besides the development processes. It counts on a highly qualified team of evaluators in software quality, software engineering and specialists in distinct areas of information technology.

I started working for LAPS in its beginning and my role was a leader in the usability area and specifying the usability evaluation process and to evolve it. Through this process, we used to receive a proposal for evaluation, establish an evaluation plan, execute the techniques and generate a report.

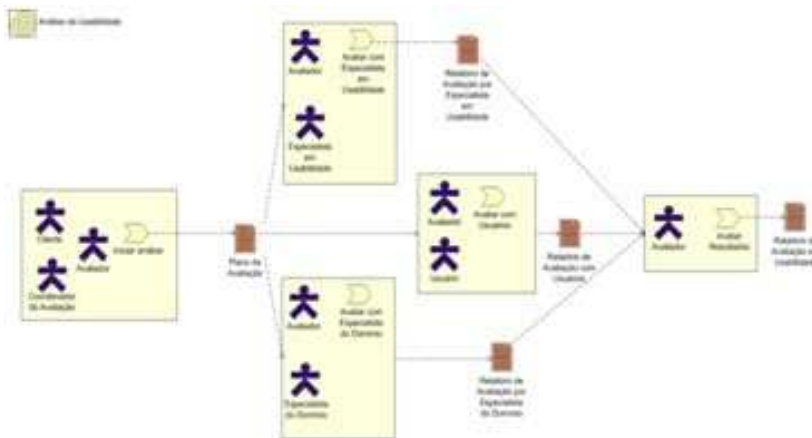
The process document was composed in accordance with the standards: ISO/IEC 9126, ISO/IEC 14598 and ISO/IEC 12119.

My role

Process Definition

Employed by

LAPS



Besides that...

Just a review of what you didn't see here

I have been practicing new approaches and techniques as opportunities arise.

There are other projects which I took part in:

- Casullo: design process
- MyWay: heuristic evaluation and paper prototyping
- WallMart: usability evaluation by questionnaires
- GDLN: information architecture
- Bacen: heuristic evaluation
- Avina: focus group and interviews
- Fração: task analysis (GOMS) and heuristic evaluation
- Indoc: task analysis (GOMS) and heuristic evaluation
- Alumni: heuristic evaluation
- Communis: heuristic evaluation
- AiLeader website: information architecture
- Meantime: process improvement proposal

