

Cláudia Alexandra Pernencar

<http://interfaceanology.blogspot.pt>
claudiapernencar@me.com

EDUCATION

October 2010—December 2015 (Anticipated)

FCSH.UNL (Ut Austin | Portugal CoLab)

- Ph.D in Digital Media.

October 2008—March 2010

IADE – U (Instituto de Arte, Design e Empresa – Universitário)

- MS.c in Image & Communication.

October 2000—July 2001

IADE – U (Instituto de Arte, Design e Empresa – Universitário)

- Graduate in Image & Communication.

October 1993—July 1997

IADE – U (Instituto de Arte, Design e Empresa – Universitário)

- First degree in Industrial Design.

CERTIFICATIONS

October 2009—present

Adobe® Systems

- Adobe® Certified Expert (Illustrator CS4, CS5, CS6 e CC) | ID#ADB184147.

October 2009—present

Adobe® Systems

- Adobe® Certified Instructor (Illustrator CS5, CS6 e CC) | ID#ADB184147.

May 2009—present

Adobe® Systems

- Adobe® Certified Instructor (Photoshop CS4, CS6 e CC) | ID#ADB184147.

May 2008—present

Adobe® Systems

- Adobe® Certified Expert (Photoshop CS3, CS4, CS5, CS6 e CC) | ID#ADB184147.

February 2008—present

IEFP (Instituto de Emprego e Formação Profissional)

- Certificado de Aptidão Profissional | N° 200891/ 2002 DL.

June 2004—present

University of Cambridge

- Level 1 Certificate in English (ESOL) | Ref. 046PT0084096.

INTERNSHIPS

October 2014

KEA (Copenhagen School of Design and Technology)

- Invited Professor –Erasmus Staff Mobility. BA in Web Development – Interface Design and Digital Aesthetics.

October 2013—November 2013

KEA (Copenhagen School of Design and Technology)

- Invited Professor –Erasmus Staff Mobility. BA in Web Development – Interface Design and Digital Aesthetics.

TEACHING EXPERIENCE

September 2014—Present
Universidade Europeia

- Assistant Professor invited – First degree in Design – Multimedia and Computer Graphics.

October 2011—Present
IADE – U/IPAM

- Assistant Professor invited – Posgraduate in Multimedia Design and Interactive contents – Interface and Interaction Design.

October 2012—March 2013

ESAD (Escola Superior de Artes e Design e Caldas da Rainha)

- Assistant Professor invited – First degree in Design and Multimedia – Computer Graphics.

September 2009—present

IADE – U (Instituto de Arte, Design e Empresa – Universitário)

- Assistant Professor invited – First degree in Design and Master degree in Design and Visual Culture – Interaction Design, Multimedia and Computer Graphics.

September 1998—June 1999

Escola St.º António 2+3 – Public Education

- Teacher of Visual Education | 9th Year.

COORDINATION EXPERIENCE

May 2014

IADE – U/ SAPO CODEBITS 2015

- Coordinating the participation of IADE-U at the event - Sapo Website for 2025 preview, presented by different teams of students. SAPO Codebits is a hackathon held in Portugal annually, organized and sponsored by SAPO.

October 2011—July 2012

IADE – U/IPAM

- Posgraduate in Multimedia Design and Interactive contents.

January 2010—February 2014

Academia Apple.Adobe.IADE | Corporate Education

May 2010

IADE-U (Instituto de Arte, Design e Empresa - Universitário)

- OPTIMUS IADE Creative Week – Coordination of the winning creative team.

TRAINING EXPERIENCE

January 2010—February 2014

Academia Apple.Adobe.IADE | Corporate Education

- Certified Trainer in Computer Graphics.

October 2009—July 2012

Oficina de Portfolio©

- Trainer in Computer Graphics.

January 2009—September 2010

LXSchool

- Trainer in Graphic Design: Theoretical Modules; Graphic Production. Coordinator of Digital Graphics Production Course. Number of hours: 120.

November 2007—July 2013

FLAG

- Nuclear Trainer in Graphic Design: Theoretical modules: Colour theory; Fundamentals of typography; Design theory; Graphic production; Design process. Number of hours: 3100.

2004—2005

Microconsult

- Trainer in Photocompostion. Number of hours: 107.

PROFESSIONAL EXPERIENCE

2010—2011

ADN (Production of audiovisual and multimedia)

- Interface Designer Freelancer.

September 2009—November 2010

Mobbit Systems

- Interface Designer Freelancer.

2009—2010

MOP (Publicity in interactive billboards)

- Computational Designer Freelancer.

2007—2009

Ogilvy (Advertising Agency)

- Senior Art Finalist Freelancer.

CIENTIFIC PUBLICATIONS

May 2015

1st Joint Conference and Exhibition - Fostering Science & Innovation Ecosystems: Portugal-USA Partnerships, Portugal, from May 28-29 2015.

- “Applying a HSI model to create adaptable m-Health interfaces based on users behavior”.

July 2014

In proceeding of the 5th International Conference on Applied Human Factors and Ergonomics, AHFE 2014, Kraków, Poland, from July 19-23 2014.

- “Human-Social Interaction Model for e-health interfaces”.

May 2013

In proceeding of SeGAH 2013 – IEEE 2nd Internacional Conference on Serious Games and Applications for Health, Vilamoura, Portugal, from May 2-3, 2013.

- “My Crohn’s disease on real time information – HCI improvement for e-health interfaces”. DOI 10.1109/SeGAH.2013.6665304.

COMERCIAL PUBLICATIONS

August 2014

FCA Publisher

- Co-Author of “Adobe® Photoshop® CC – Depressa e Bem” book.

September 2011

FCA Publisher

- Co-Author of “Adobe® Photoshop® Cs5 e Cs4 – Depressa e Bem” book.

2010

Computer Arts Portugal Magazine

- Five articles: N°1 “A quintinha do Freelancer”; N°2 “Designer WI-FI”; N°3 “Arte ou pornografia. Uma analogia”; N° 5 “Uma ciência oculta chamada impressão”; N° 8 “UX – Prazer ou tortura”.

October 2009

AP(s)#17 Magazine

- Tutorial of Adobe® Photoshop® Cs4.

RESEARCH UNITS

April 2015

CECL – Centro de Estudos de Comunicação e Linguagem (Research Unit in Communication Sciences)

- Researcher collaborator.

October 2013

IADE – UX.Lab (Research Group dedicated to UX studies in the context of interaction with digital technology)

- Researcher collaborator.

2012

UNIDCOM/IADE (Research Unit in Design and Communication)

- Researcher collaborator.

ACADEMIC AWARDS/ FELLOWSHIP

February 2013

FA.UTL (Faculdade de Arquitectura da Universidade Técnica de Lisboa)

- Specialist in Communication Design.

March 2012—October 2014

FCT (Fundação para a Ciência e Tecnologia)

- Fellow Ph.D (Ut Austin | Portugal CoLab).

May 2010

IADE-U (Instituto de Arte, Design e Empresa - Universitário)

- OPTIMUS IADE Creative Week – Coordination of the winning creative team.

ACADEMIC WORKSHOPS

July 2013

FE.UP (Faculdade de Engenharia da Universidade do Porto)

- One week Workshop (Interaction Design Summer School Ut Austin University) – “Interaction Design Summer Course”.

May 2013

FBA.UL (Faculdade de Belas Artes da Universidade de Lisboa)

- One day Seminar (Master Degree in Multimedia Design) – “Interface and Interaction Design”.

April 2013

Instituto Politécnico de Portalegre

- One day Seminar (First Degree in Multimedia Design) – “Interface and Interaction Design”.

March 2013

FCT.UNL (Faculdade de Ciências e Tecnologia)

- One day Seminar (First Degree in Computer Engineering) – “Interaction Design”.

ACADEMIC ADVISER WORK

October 2014

KEA CHARRETTE 2014 (Copenhagen School of Design and Technology)

- External Advisor Sessions.

2011—2014

FA.UTL (Faculdade de Arquitectura da Universidade Técnica de Lisboa)

- Master’s Co-Adviser. Dissertation title: “Video Mapping, a technological tool in the service of corporate marketing”.

2011—2013

IADE – U (Instituto de Arte, Design e Empresa – Universitário)

- Master’s Adviser. Dissertation title: “Design for Marketing promotional and actions for brand activation”.

2010—2012

IADE –U (Instituto de Arte, Design e Empresa – Universitário)

- Master’s Co-Adviser. Dissertation title: “Visual representation of two and three dimension in applications environments.

SPEAKER

2010

IADE-U (Jornadas)

- “Adobe® Creative Suite CS5” presentation.

2010

Microsoft® Techdays

- “System Design: Thinking in the User” presentation.

2010

Pro-Digit@ (Exhibition)

- “Adobe® Illustrator” presentation.

2009

Ria PT (Rich Internet Applications Group)

- “Interaction Design” presentation.

2009

Experimenta Design–Lecoqtuguese

- “Interaction Design: The interplay between man and machine” presentation.

PROFESSIONAL AFFILIATIONS

Adobe® Systems

IEEE (Advancing Technology for Humanity)