

Carlos Viana da Silva

E-mail: viana@escdesign.com.br Phone: +55 51 99923 9882 Address: Lajeado, RS, Brazil (Remote Available)

LinkedIn: [linkedin.com/in/carlos-viana-da-silva](https://www.linkedin.com/in/carlos-viana-da-silva) Design Portfolio: alemaoviana.com.br

Languages: English (fluent), Spanish (advanced)

Profile info

Senior Designer and Researcher with a PhD and Master's in Design, currently serving as a university professor at UniRitter. Possesses extensive expertise in Product Design, Graphic Design, UX/UI, Branding, Editorial, and Motion Design. A strategic leader in Human-Centered Design, Sustainability, Innovation, Cross-Cultural and Social Design, and Life Cycle Analysis, with a proven track record of integrating sustainable practices into design processes, education, and societal initiatives.

Work experience

University Professor in Design, Communication and Cinema - 2017 / Present

Centro Universitário Ritter dos Reis - UniRitter | Porto Alegre, RS, Brazil

- Multidisciplinary Teaching and Mentorship:** Experienced professor with expertise in leading and teaching multidisciplinary courses spanning creative, technical, and theoretical subjects. Provided mentorship for over 80 undergraduate and graduate theses, ensuring a 100% approval rate while equipping students with advanced design skills and fostering academic excellence. Participated in the evaluation of more than 140 thesis defenses, promoting critical thinking, creativity, and consistently high academic performance.
- Leadership in Innovative and Sustainable Projects:** Coordinated university extension projects, driving innovative and sustainable solutions that enhanced student engagement by 85% through practical and impactful initiatives.
- Expertise in User Experience Research and Teaching:** Led internal research initiatives and taught user experience (UX) methodologies, including usability testing and metrics to evaluate user satisfaction, enabling students to create better projects by applying UX/UI best practices.

Academic CV: bit.ly/CarlosAcademicCV

Product Designer - 2012 / 2017

Pallets Lajeado | Lajeado, RS, Brazil

- Development of Innovative Concepts:** Created human centered design solutions, focused on ergonomics and workplace safety, eliminating accidents with employee absences.
- Production Line Optimization:** Improved material efficiency by 30%, boosted product performance, and replaced raw wood with sustainable alternatives in packaging, preventing the extraction of 60m³ of trees per month.

Graphic Designer - 2009 / 2011

Desógnus | Lajeado, RS, Brazil

- Visual Identity and Branding Design:** Developed visual identities and branding for multiple platforms, boosting brand recognition by 30% and ensuring a consistent visual presence.
- Design and Advertising Materials:** Created print and digital materials and advertising campaigns, enhancing audience engagement and conversion rates through a cohesive visual style, reflected in higher customer interactions and sales inquiries.

Education

2018-2022

Doctorate Degree in Design and Technology

UFRGS, Porto Alegre, RS, Brazil

2013-2015

Master's Degree in Design, Education and Innovation

UniRitter, Porto Alegre, RS, Brazil

2007-2012

Bachelor's Degree in Design

Univates, Lajeado, RS, Brazil

Innovation projects

Causa & Efeito - 2022

Web application for prioritizing sustainable requirements

www.causaeefeito.eco.br

Wayfinding - 2020

Development of Signage Design System

bit.ly/WayfindingUniRitter

CigarEco - 2012

Cigarette butt disposal packaging

bit.ly/CigarEco

Skills & Expertise

- Adobe Creative Cloud
- Figma
- Blender
- Autodesk Inventor
- HTML / CSS
- Product / Graphic Design
- Design System
- UX / UI
- 3D
- Animation
- Agile Methods
- Design Thinking