

Luciana Terceiro

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Stockholm, Sweden

Research interests

I am interested in researching the relations between technology and human beings and their ethical implications, from conception to their impacts in real life. My main interests regard:

- The diversity and inclusion in new technology's design and development process and the impacts of not considering a wider variety of human beings in these processes.
- How to include human diversity while creating new technologies and avoiding cultural colonisation pitfalls.

Education

Master's degree in Social Anthropology / Stockholm University
2020-2022

Thesis: Digital Accessibility in the Making

Marks: A

<https://www.student.ladok.se/kontrollera> - MG9QI-3ZQ5A

Master's degree in Technology Intelligence and Digital Design /
Pontifical Catholic University of São Paulo

2017 - 2019

Dissertation: Creative collaboration in teams mediated by digital platforms

<https://tede2.pucsp.br/handle/handle/22443>

Marks: 10/10

Market Research Applied to Communication / University of São Paulo - Communication And Arts School

2015-2016

University Extension Program in the Specialisation Modality - 426h

Final paper: Qualitative research applied to the development of products and services in micro and small businesses.

Marks: 9/10

Bachelor's degree in Fashion Design / Santa Marcelina College

1995-1998

Research experience

Chair Oscar Sala / University of São Paulo - Institute of Advanced Studies (IEA-USP)

APR 2022 - MAY 2023 (expected)

Researcher participating in the **Human-Algorithm Interactions** project, led by Prof. Virgílio Almeida, PhD.

<http://www.iea.usp.br/pesquisa/catedras-e-convenios/catedra-oscar-sala>

Chair Oscar Sala / University of São Paulo - Institute of Advanced Studies (IEA-USP)

JUN 2021 - FEB 2022

Researcher participating in the **Human-Technologies Symbiosis** project, led by Prof. Lucia Santaella, PhD.

<https://catedraoscarsala.wordpress.com/>

Teaching experience

UX Digital Lab: User Experience on Digital Platforms / Pontifical Catholic University of São Paulo

SEP - OCT 2017

Cohort 2 - Role: Instructor - 30h

UX Digital Lab: User Experience on Digital Platforms / Pontifical Catholic University of São Paulo

MAR - APR 2017

Cohort 1 - Role: Instructor - 30h

Transformational Design Thinking / Pontifical Catholic University of São Paulo

APR - MAY 2017

Cohort 2 - Role: Instructor - 30h

Transformational Design Thinking / Pontifical Catholic University of São Paulo

OCT - NOV 2016

Cohort 1 - Role: Instructor - 30h

Talks at Conferences

IxDA Interaction 18

FEV 2018, LYON / FRANCE

Title: Creating and developing at a distance - Away from the office but close to the heart

<https://interaction18.ixda.org/program/talk-creating-and-developing-at-a-distance--away-from-the-office-but-close-to-the-heart-terceiro-luciana/>.

UXConf BR 16 - The UX Brazilian Conference

2016, PORTO ALEGRE / BRAZIL

Title: Inspector Gadget: How Creative Research May Enrich Agile Development Process

Co-authored with Diogo Cosentino

EPIC Conference

2015, SÃO PAULO / BRAZIL

PechaKucha: Cyberurbans and Intermediaries: The New Individuals in Focus

https://www.epicpeople.org/article_author/luciana-terceiro/

Interaction Sout America 15

2015, BUENOS AIRES / ARGENTINA

Title: Leading a Multidisciplinary UX Team Towards a Common Goal

Co-authored with Diogo Cosentino

UXConf BR 15 - The UX Brazilian Conference

2015, PORTO ALEGRE / BRAZIL

Title: Beyond the Screens: UX for Mobile Devices

Interaction Sout America 13

2013, RECIFE / BRAZIL

Title: UOL HOST: Diplomacy for a Good Experience

Publications

Terceiro, L. 2018. Digital tools for creative collaboration in virtual teams: necessary aspects and resources for an effective platform. In *TECCOGS*, n.18 (2018). PUC SP

Access:

<https://revistas.pucsp.br/index.php/teccogs/article/view/48578>

Professional experience

Zettle by PayPal

MAY 2019 - JUN 2022, STOCKHOLM / SWEDEN

Senior UX designer and Design Guild lead. Developed new features for the tax-compliant point-of-sales system.

Round Pegs Business Consulting and Services

FEB 2017 - DEC 2017, SÃO PAULO / BRAZIL

UX designer and user researcher consultant. Conducted research and prototyped health services for DASA, a prominent Brazilian medical labs company.

PagSeguro

DEC 2015 - JUN 2016, SÃO PAULO / BRAZIL

UX team manager. Led a team of 20 designers, coordinating the development of new resources and user research for financial services.

UOL - Universo Online

JAN 2011 - NOV 2015, SÃO PAULO / BRAZIL

UX team lead; UX team manager. Led a team of about 40 designers, coordinating the development of new resources and user research for a broad range of products and services.

UOL - Universo Online

JUN 2005 - DEC 2010, SÃO PAULO / BRAZIL

UX designer, projecting for a broad range of products like music streaming, online commerce, media publishing, web hosting, and cloud services, among others.

Webdesigner and webmaster freelancer

JAN 2002 - MAY 2003, SÃO PAULO / BRAZIL

Webdesigner and webmaster, developing projects for online magazines, online education, and artists, among others.

UOL - Universo Online

MAY 1999 - JAN 2000, SÃO PAULO / BRAZIL

Webmaster working at UOL products like calendar application, chatrooms, among others.

Anhembi Morumbi University

JAN 1999 - MAY 1999, SÃO PAULO / BRAZIL

Developed content websites for Fashion and Gastronomy programs.

Non-profit work

Mola Collective

DEC 2015 - DEC 2017

The collective was an initiative where we aimed to learn, practice, and share design methods, practices, and tools, with independent and small businesses. I facilitated several design and co-creation workshops through the collective.

<https://www.coletivomola.com.br/>

Languages

English; IELTS 7.5

Portuguese; native speaker