

Thiago Franco

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Experience

Experience Planner | Bridge Worldwide (WPP), Ohio, United States, April 2010 — May 2010

- Developed wireframes, sitemaps and user flows that were used for the documentation and communication of UX/IA
- Participated in rapid prototyping sessions to generate ideas and get alignment with team members early in the design process
- Presented deliverables to clients and external development teams

Associate Experience Planner | Bridge Worldwide (WPP), Ohio, United States, July 2009 — March 2010

- Developed wireframes and sitemaps that were used for the documentation and communication of UX/IA
- Conducted competitive audits and analyzed information gained during user research
- Wrote monthly blog posts about reputation systems within online communities for the Experience Planner Blog (an employee blog from Bridge Worldwide that covers User Experience topics, such as accessibility, deliverables and social media)

Graduate Assistant | Kent State University, Ohio, United States, August 2006 — May 2009

- Developed the initial Information Architecture of the IAKM wiki (a web space used by students and professors to share information and ideas)
- Designed wireframes and storyboards for the IA Summit Proceedings Archive website (a pilot project intended to host all content generated at the IA Summit conferences)
- Assisted faculty in regular research activities, such as reviewing academic literature and cataloging sources

Usability Lab Assistant | Kent State University, Ohio, United States, May 2007 — August 2007

- Participated in eye-tracking usability tests in order to measure the performance of websites
- Developed wireframes and prototypes in XHTML and CSS for future web development
- Analyzed earlier versions of websites, detecting their deficiencies as well as the areas that had potential to be developed

Information Architecture Consultant | Agência Click (Isobar), São Paulo, Brazil, September 2005 — June 2006

- Developed wireframes and sitemaps that were used for the documentation and communication of UX/IA
- Reorganized website's structures and suggested more efficient browsing systems and layout standards for interfaces
- Attended business meetings with the strategy team to define the project's scope, as well as its technical background information

Junior Information Architect | Globo.com, Rio de Janeiro, Brazil, August 2004 — March 2005

- Developed content inventories and functional specifications that were used for the documentation and communication of UX/IA
- Collaborated with the strategy, design and technology teams in the development of several projects, including the website for the Big Brother Brasil 5 reality show
- Assisted other information architects on projects such as the Globo Esporte (Globo.com's sports site, which publishes news, articles, videos, photographs, interactive features and information about matches in real time)

Information Architecture Intern | Globo.com, Rio de Janeiro, Brazil, May 2003 — July 2004

- Learned how to create UX/IA deliverables (i.e. content inventories, functional specifications, wireframes and sitemaps)
- Assisted other Information Architects on benchmark activities
- Developed the Information Architecture for the website of the movie Olga (based on the life of Olga Benario, a German-Jewish communist activist and political prisoner)

Web Writing Intern | Estratosfera Digital, Rio de Janeiro, Brazil, September 2000 — June 2002

- Wrote texts about music for websites
- Organized websites' structures in order to achieve a better visualization of their content
- Translated text material from English to Portuguese

Education

Master of Science in Information Architecture and Knowledge Management

Kent State University, Ohio, United States

August 2006 — May 2010

Bachelor of Social Communication, Journalism

Pontifícia Universidade Católica do Rio de Janeiro, Brazil

March 1999 — July 2004

Bachelor of Social Communication, Advertising

Pontifícia Universidade Católica do Rio de Janeiro, Brazil

March 1999 — December 2003

Computer Skills

- Microsoft Office, Visio
- Axure RP
- Adobe Photoshop, Illustrator, Dreamweaver
- XHTML and CSS

Languages

- Portuguese
- English