



# VITÓRIO BENEDETTI

designer • design manager

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## COMPETENCES

- 12+ years of design experience
- 3+ years in design management
- leadership & people management
- design strategy
- creative direction
- product definition
- concepting & brainstorming
- 5+ years designing experiences in digital platforms mobile & web
- design specification
- information architecture
- wireframing
- prototyping
- user-centered design methods
- 5+ years working with Agile methodology

## EDUCATION

### 2006-2009 . Master of Arts in Interaction Design

[UID – Umeå Institute of Design, Umeå University, Umeå, Sweden]

### 1997-2001 . Bachelor in Industrial Design

[ESDI - Escola Superior de Desenho Industrial, Rio de Janeiro State University, Rio de Janeiro, Brazil]

## PROFESSIONAL EXPERIENCE

### 01.2015 - present. HERE - Customer Solutions, Berkeley, CA.

#### Principal Designer / Design site lead - (Android • iOS • mobile • analytics)

- Growing a team to cater for HERE clients on the west coast
- Responsible for all design communications and work between HERE and Facebook
- Design strategy and concept creation with clients and partners such as Yahoo, Amazon and others
- Working alongside business development and engineering to identify product opportunities
- Design responsible for product monetization strategy
- Analytics evangelist within the HERE design community - design and implementation of best practices and related discussion group

### 07.2013 - 12.2014. HERE - Local Knowledge, Cambridge, MA.

#### Senior UX manager / Design site lead - (Android • iOS • mobile • multiside platform)

- Direct Manager of a 6-designer team plus one user researcher indirectly.
- Process improvement between designers and engineers in Agile sprints (designed and implemented)
- Ultimate responsible for place discovery and recommendations experiences
- Creative Direction and product definition of the HERE Explore Beta app for WP (10/2013) – released 2 months ahead of time
- Creative Direction for the HERE app for Android and iOS (10/2014) – 4.4/5 stars at the Play store
- Expert guidance to other platform teams on place experiences
- Creative Direction and design strategy on the HERE Guides publishing platform concept

### 12.2009 - 07.2013 . Nokia/ HERE, Berlin, Germany

#### UX manager - Web and html5 experiences - (desktop and mobile web)

- Creative Direction and product definition of HERE.com and m.here.com
- Direct Manager of a team of 11 designers
- Complete re-design of m.here.com in responsive design methods (not fully implemented)
- Release of major features on the website such as Collections, traffic aware routes, 3D maps and streetview
- Successful implementation of the re-branding of Nokia Maps to HERE - first product to display the new brand
- Expert guidance to other teams in the web platform, such as Prime Places, Map platform, Pulse, Profiles

#### Lead UX designer - maps.nokia.com

- Team lead with creative ownership for maps.nokia.com
- Close work with the business owner and product owners on the product definition and release approvals
- Creative direction on the squircles character collection
- Release of major features on the website such as traffic information on the map and city / destination pages with information for travellers and locals alike.

#### Interaction Designer - Route planning on maps.ovi.com

- Responsible for the pedestrian and car route planning on maps.ovi.com (60+ % of website traffic)
- Concept, specification designs and implementation follow-up of the first release of Public transport routing in Nokia's maps
- Member of Uxcellence program - redesign of maps.ovi.com(8/2010) - raising the net promoter score from -20 to +5

**07 – 12.2008 . Siemens Corporate Research, Princeton, USA**

**Graphic and Interaction Designer**

- Graphic interfaces [early conceiving and production assets] for Intelligent building management software (not yet on market)
- Production assets for medical imaging equipment software
- Information architecture and website for proprietary imaging programming language

**02 – 08.2006 . CORMARK INC. Rio de Janeiro, Brazil**

**Product designer - point of purchase displays for multiple clients**

- 3D modelling and photorealistic rendering for point of purchase displays
- Conceiving and presentation of products
- Design for manufacturing

**02.2003 – 10.2005 . UNIDESIGN, Rio de Janeiro, Brazil**

**Graphic and Product designer (print / exhibitions / stands / displays / signage)**

- Design and layout of books, corporate magazines, art catalogues as well as information diagrams
- Graphic and structural design for signage systems, museum displays and exhibition stands
- Conceiving and asset production for several company and state park visual identities in Rio de Janeiro

**06.2002 - 06.2005 . DPH – Historical Heritage Department / Fundação Oswaldo Cruz, Rio de Janeiro, Brazil**

**Graphic designer (print / exhibitions / displays / signage)**

- Graphic design and production follow up of books and printed material
- Visual identity for the Manguinhos Workshop School.
- Curation and Exhibition design - including all graphic material about the department's restoration work, techniques and processes.

RESEARCH & ACADEMIC ACTIVITIES

**02.2012 . Multilayering course tutor - complex data visualization techniques.**

- [Umeå Institute of Design, Umeå, Sweden]

**01 – 07.2008 . Design Internship - XRCE – Xerox Research Center Europe, Grenoble, France**

- Development of interaction concepts for the Discovery phase in corporate litigation software
- Ethnography support in interviewing project participants

AWARDS & PATENTS

**05.2012 – 06.2013 . New Cartographies exhibition and symposium.**

- Co-authorship of the winning project for exhibition and symposium of Pró-Design competition, held by Rio de Janeiro City Council
- Creative direction on graphic collateral for website and experiments
- Cartographic expert overview on exhibition and project definition  
[in collaboration with Campo arquitetura e Design]

**2013 - Display Screen Icons - Mr. Squiracle Icon/Character Collection. DM/080802.**

- Granted: January 30, 2013 Inventors: Vitorio Benedetti, Tanja Neubert, Ricardo Santos, Raymond Ho

**2011 - Method and apparatus for providing personalized presentations based on navigation information. NC72211US (P4026US00)**

- Issued: November 3, 2011 Assignee: Nokia Corporation Inventor: Vitorio Benedetti

**2000 . SuperVia national competition / Brazil Architects Institute [IAB-RJ] – Honorable Mention - São Cristóvão train station**

[in collaboration with Campo Arquitetura and Design]

