

# Caio Cesar Giannini Oliveira

PhD in Business Strategy. Consultant, Researcher, Educator

## PROFILE

20+ years of experience with **Digital Marketing, Interactive Media Design** and **User Experience (UX)** projects. B2B experience. **Published two books in 2021** about Digital Marketing and Interaction Design. Over **20 years of experience teaching and coordinating courses** and laboratories in higher education with **management experience**. Conceived curricula for undergraduate, technology and certificate courses. **Dual citizenship** (BRA/ITA).

## EXPERIENCE

### UX Consultant, Brazil — PM / UX / Digital Marketing

FEBRUARY 1996 - PRESENT

- Mobile app for Laboratório Humberto Abrão **User Research and Persona development**. Helped to develop a seamless onboarding experience.
- Online library and e-commerce portal for Editora Fórum **User Research and UX Design improving the experience for over 100K users across Brazil**.
- Services portal Gestão de Concursos for FUNDEP  
Conducted Usability Testing, Expert Review, User Interviews. **Improved use for over 1M users**.
- Intranet and web portal for CEMIG  
User Research and UX Design for CEMIG's intranet and web portal **optimizing the experience for over 7K employees and 8M users distributed in over 770 cities**.
- E-commerce portal for Telemig Celular  
User Research and UX Design providing insights and features that **optimized the experience for over 4.8M users in Brazil**.
- Minas Gerais Government 's PPP portal  
User Research and UX Design.
- Web portal for ATT (TAM's Employee Association)  
**User Research, UX Design and Project Management** providing features for over 2K users.
- Magazine Luiza.  
**Project Manager** for 2 e-commerce projects ("Consórcio Luiza" and "Lista de Casamento") and an information project ("Tia Luiza"). e 500K users combined.
- UAI / Estado de Minas  
**Project Management and Web Production** for various projects.

### PUC Minas, Brazil — Professor of Communication

AUGUST 2001 - PRESENT

- **Co-wrote the curricula for various courses and programs**, including the 1st Interaction Design certification course in Brazil.
- Published / presented over 30 research papers since 2004.
- **Program / Course coordinator (manager) for various courses since 2005**.
- Collaborating professor to the post-graduation program for 2 years and supervised 2 students in obtaining their master's degree.

## EDUCATION

### PUC Minas, Brazil — PhD in Business Administration

FEBRUARY 2009 - FEBRUARY 2013

### PUC Minas, Brazil — MSc in Business Administration

FEBRUARY 2004 - OCTOBER 2005

### UNA, Brazil — Certificate in Electronic Commerce

FEBRUARY 2000 - MAY 2001

### UFMG, Brazil — BS in Communication (Advertising)

FEBRUARY 1996 - DECEMBER 1999

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## LEADERSHIP & AWARDS

**Coordinator (management role) of two different distance learning programs / courses (Multimedia Production / Digital Communication) in higher education** leading and managing different teams of over 20 professors total. **Educational leadership**.

**Awarded for outstanding performance as a professor** in 2020, 2021 and 2022 for both online and in person classes.

**Coordinator of Audio, Video and Photo Labs (2017-2018)** leading and managing a team of over 25 people (technical staff and students).

**Coordinator of two undergraduate in-person programs (Advertising / Multimedia production) (2011-2021)** leading teams of over 30 professors.

## SKILLS

**Problem-solving**; Teamwork; Team Management; **Public speaking**; Digital Communication Planning; **Project management**; Digital Transformation; Strategic planning; **Content planning, management and distribution**; Critical thinking; **User Advocacy**; **Verbal and written communication**; User Research; Information Architecture; Usability Testing; Wireframing; **Instructional Design**; User Experience Design; User Centered Design; User Interviewing; Focus Groups; **Willingness to learn**.

## LANGUAGES

Portuguese ★★★★★  
English ★★★★★  
Spanish ★★★☆☆