

Leonardo Burlamaqui, Experience Strategist (Design + Research)**PERSONAL DETAILS**

Full name: Leonardo Burlamaqui Lima da Rocha
Citizenship: Australian-Brazilian
Residence: Sydney, NSW, Australia

EMPLOYMENT HISTORY**November 2018 – Present**

Company: **HCL Technologies** (consulting firm)
Location: Sydney, NSW, Australia
Job title: Principal CX Lead (permanent full-time)
Description: CX leader and enabler. Design-led strategy, development and delivery of programs, products and processes for a wide range of clients, such as Commonwealth Bank of Australia, Colonial First State, Cricket Australia and United Overseas Bank. Business and project goals, objectives and priorities. Scope definition and solution requirements. Stakeholder management, and workshop facilitation using multiple Design Thinking techniques. CX/UX deliverables supported by user- and data-driven insights.

March 2018 – November 2018

Company: **Qantas** (airline)
Location: Sydney, NSW, Australia
Job title: Senior UX Designer (contractor)
Description: UX-led strategy and development of Qantas Money products (i.e., travel money and credit cards) in a lean environment. Product planning, solution requirements, traffic and user feedback analyses, and data-driven design. Stakeholder management, and workshop facilitation. UX deliverables, such as user journeys, use cases, wireframes, prototypes, and business rules. Usability recommendations.

June 2017 – March 2018

Company: **ASG Group** (consulting firm)
Location: Sydney, NSW, Australia
Job title: Lead CX Consultant (permanent full-time)
Description: Discovery work for BPAY Group and Northern Beaches Council, and workshop facilitation for Qantas. CX-led strategy, building and delivery of Macquarie Bank's customer servicing tools using Agile methodologies. Project planning, scope definition and solution requirements. Stakeholder management. Large range of user research methods, from interviews to co-design workshops. CX/UX deliverables, such as personas, user journeys, feature maps, use cases, wireframes, and business rules. Usability recommendations.

March 2017 – June 2017

Company: **Deloitte Australia** (consulting firm)
Location: Sydney, NSW, Australia
Job title: Lead UX Consultant (contractor)
Description: UX-led strategy and development of AMP's insurance tools using Agile methodologies. Project planning, scope definition and solution requirements. Facilitation between multiple stakeholders. Large range of user research methods, from usability testing to heuristic evaluation. UX deliverables, such as personas, user journeys, use cases, wireframes, prototypes, and business rules. Usability and accessibility recommendations.

October 2015 – March 2017

Company: **NBN Co** (telecommunications company)
Location: Sydney, NSW, Australia
Job title: CX Lead (permanent full-time)
Description: CX team leader. Experience design strategy, building and delivery of NBN Co's systems – mostly mobile – and processes using Agile methodologies. Business and project goals, objectives and priorities. Scope definition and solution requirements. Facilitation between multiple stakeholders. Large range of user research methods, from online surveys to contextual inquiries. CX/UX deliverables, such as personas, customer journeys, use cases, wireframes, prototypes, and business rules. Usability, accessibility and tracking recommendations.

March 2014 – October 2015

Company: **Havas Worldwide Australia** (marketing agency)
Location: Sydney, NSW, Australia
Job title: UX Manager (permanent full-time)
Description: UX team leader. User experience strategy and development of Defence Force Recruiting's website, campaigns, systems and tools. UX consultancy for IBM, PayPal and Virgin Mobile Australia, among others. Business and project goals, objectives and priorities. Scope definition and solution requirements. Large range of user research methods, from web traffic analysis to focus groups. UX deliverables, such as personas, scenarios, site maps, user journeys, use cases, wireframes, prototypes, content audit, functional specifications, and business rules. Tracking and SEO recommendations.

October 2013 – February 2014

Institution: **VML Australia** (marketing agency)
Location: Sydney, NSW, Australia
Job title: Senior UX Architect (contractor)
Description: User experience strategy for Commonwealth Bank of Australia's website and Kellogg's promotional websites. Scope definition and solution requirements. User research methods. UX deliverables, such as personas, site maps, user journeys, use cases, wireframes, content audit, functional specifications, and business rules. SEO recommendations.

April 2008 – August 2013

Company: **Globo.com** (web portal)
Location: Rio de Janeiro, RJ, Brazil
Job title: Senior UX Architect (permanent full-time)
Description: Team lead on a variety of projects within an Agile environment. User experience strategy and development of Globo.com's website and properties. Business and project goals, objectives and priorities. Scope definition and solution requirements. Facilitation between multiple stakeholders. Large range of user research methods, from contextual inquiries to split testing. UX deliverables, such as personas, scenarios, site maps, user journeys, use cases, wireframes, prototypes, content audit, functional specifications, ontologies, and business rules. Tracking and SEO recommendations. Quality assurance.

January 2012 – July 2013

Institution: **Instituto Infnet** (university)
Location: Rio de Janeiro, RJ, Brazil
Job title: Professor of Design (casual)
Description: Classes and workshops in Graphic Design undergraduate course.

August 2011 – July 2013

Institution: Senac Rio (university)

Location: Rio de Janeiro, RJ, Brazil

Job title: Professor of Design (casual)

Description: Classes and workshops in Design undergraduate and postgraduate courses.

March 2011 – July 2011

Institution: ESDI - UERJ (university)

Location: Rio de Janeiro, RJ, Brazil

Job title: Student Teacher (trainee)

Description: Assistance in the discipline 'Introduction to Contemporary Art', from Professor Lauro Cavalcanti, in the Design undergraduate course at ESDI - UERJ.

August 2006 – September 2007

Company: Globo.com (web portal)

Location: Rio de Janeiro, RJ, Brazil

Job title: UX Architect (permanent full-time)

Description: User experience strategy and development of Globo.com's website and properties. Business and project goals, objectives and priorities. Scope definition and solution requirements. Facilitation between multiple stakeholders. Large range of user research methods, from card sorting to interviews. UX deliverables, such as personas, scenarios, site maps, user journeys, use cases, wireframes, prototypes, content audit, functional specifications, taxonomies, and business rules. Tracking and SEO recommendations. Quality assurance.

January 2006 – August 2006

Company: Montreal Informática (software company)

Location: Rio de Janeiro, RJ, Brazil

Job title: Interface Designer (permanent full-time)

Description: Interface and graphic solutions for a variety of systems. Navigation and flow of information. Form reports and diagrams.

August 2005 – December 2005

Company: Apollo Entertainment Software (game development studio)

Location: Rio de Janeiro, RJ, Brazil

Job title: Designer (contractor)

Description: Design and maintenance of Apollo's website. Task flow management. Business and project goals, objectives and priorities. Scope definition and solution requirements.

August 2002 – September 2005

Company: Encontroldeal (online dating service)

Location: Rio de Janeiro, RJ, Brazil

Job title: Founding partner

Description: Product strategy and development of Encontroldeal's website and campaigns. Business and project goals, objectives and priorities. Scope definition and solution requirements. Task flow management. User research methods. UX deliverables, such as site maps, user journeys, use cases, wireframes, prototypes, functional specifications, and business rules. Tracking and SEO recommendations.

February 2001 – June 2002

Company: Central de Desejos (online shopping service)

Location: Rio de Janeiro, RJ, Brazil

Job title: Lead Designer (permanent full-time)

Description: Creative team leader. User experience development of Central de Desejos' websites and campaigns. Business and project goals, objectives and priorities. Scope definition and solution requirements. User research methods. UX deliverables, such as site maps, user journeys, use cases, wireframes, prototypes, content audit, functional specifications, and business rules.

January 2000 – February 2001

Company: Ivox (online review service)

Location: Rio de Janeiro, RJ, Brazil

Job title: Designer (permanent full-time)

Description: User experience development of the Ivox website and campaigns. Strategic planning support. Business and project goals, objectives and priorities. Scope definition and solution requirements. User research methods. UX deliverables, such as site maps, user journeys, use cases, wireframes, prototypes, functional specifications, and business rules.

November 1998 – January 2000

Company: Bowne Internet Solutions (web agency)

Location: Rio de Janeiro, RJ, Brazil

Job title: Interaction Designer (intern/trainee)

Description: Design and maintenance of a wide range of digital solutions, mostly small- to large-scale websites of multiple industries – such as entertainment, financial services, insurance, music, pulp and paper, and television – in Brazil.

April 1998 – November 1998

Institution: ESDI - UERJ (university)

Location: Rio de Janeiro, RJ, Brazil

Job title: Monitor

Description: Assistance in the discipline 'Product Design Development II', from Professor Frank Anthony Barral Dodd, in the Design undergraduate course at ESDI - UERJ.

August 1998 – October 1998

Company: Raven 10' (marketing agency)

Location: Rio de Janeiro, RJ, Brazil

Job title: Interaction Designer (intern)

Description: Design and maintenance of a wide range of digital solutions, mostly small- to large-scale websites of multiple industries – such as entertainment, financial services, insurance, music, and media – in Brazil.

May 1998 – July 1998

Company: MTEC (web agency)

Location: Rio de Janeiro, RJ, Brazil

Job title: Interaction Designer (intern)

Description: Design and maintenance of a wide range of digital solutions, mostly small- to large-scale websites of multiple industries – such as financial services, hospitality, retail, and telecommunications – in Brazil.

August 1997 – April 1998

Company: Trip Informática (internet service provider)

Location: Rio de Janeiro, RJ, Brazil

Job title: Interaction Designer (intern)

Description: Design and maintenance of a wide range of digital solutions, mostly small- to mid-scale websites of multiple industries – such as education, engineering, oil and gas, publishing, retail, and telecommunications – in Brazil.

June 1997 – October 1997

Company: MediaLab (web agency)

Location: Rio de Janeiro, RJ, Brazil

Job title: Interaction Designer (contractor)

Description: Maintenance of a wide range of large-scale websites of multiple industries – such as document management, entertainment, music, publishing, retail, and television – in Brazil.

EDUCATIONAL QUALIFICATIONS

Doctor of Philosophy (PhD) Candidature, Engineering:

University of Sydney (2013-2018)

Performed 4 years of studies in pursuit of a PhD in Engineering Innovation, under Professor Andy Dong's supervision, before

exiting program. For 2014/2015, the **University of Sydney** has been ranked the 37th best university in the world (**QS World University Rankings**, 2014)

MSc, Design: ESDI - UERJ (2010-2012)

In 2007, **ESDI**, the Higher School of Industrial Design from the University of the State of Rio de Janeiro (**UERJ**), was appointed the best design school in Brazil (Ministry of Education, 2007) and one of the 60 best design schools in the world (**Business Week**, 2007)

Postgraduate, e-Business: EPGE - FGV (2000-2001)

For 2013/2014, the Getúlio Vargas Foundation (**FGV**) has been ranked the 4th best business school in Latin America (**QS Global 200 Business Schools Report**, 2013)

BA, Industrial Design: ESDI - UERJ (1995-1999)

Bachelor's degree in Industrial Design and Graphic Design

IN-SERVICE TRAINING

Leading SAFe 4.0 – **Scaled Agile** (2016)

Public Speaking Training – **Andrew Coorey** (2016)

Agile Training – **IBM Australia** (2014)

Assertive Communication and Presentation Skills – **Isabela Sacramento** (2013)

Ontological Engineering and Semantic Web – **Giancarlo Guizzardi - NEMO** (2012)

UX Methodologies and Collaborative Design – **Cooper** (2011)

SEO Training Course – **Bruce Clay** (2010)

Knowledge Management – **PUC-Rio** (2010)

Ontology and Conceptual Modeling – **Giancarlo Guizzardi - NEMO** (2010)

Business Data Modeling – **PUC-Rio** (2009)

Certified Scrum Master – **Scrum Alliance** (2008)

Designing for Interaction – **Adaptive Path** (2007)

COMPETENCIES

Human-Centered Design, Service Design, Customer Experience, User Experience, Design Thinking, Information Architecture, Interaction Design, Usability, User Research, Cross-Platform Design Strategies, Semantic Web, Search Engine Optimization (SEO), and Agile Software Development

SOFTWARE AND DEVELOPMENT SKILLS

Content creation: CorelDraw, Illustrator, and Photoshop

Content reviews, functional specifications, personas, scenarios and task analyses: Excel, InDesign, and Word

Data structuring: Open Graph, OWL, RDF, RDFa, and Schema.org

Development languages, libraries, platforms and tools: Google Material Design, Bootstrap, CSS, HTML, Processing, WordPress, and XHTML

Presentations and workshops: Keynote, and PowerPoint

Prototypes, user journeys, wireframes and workflows: Axure, Balsamiq, InVision, OmniGraffle, Sketch, and Visio

LANGUAGES

English, and Portuguese

HONOURS AND AWARDS

One Show 2016 UX/UI Finalist

The **One Show** is one of the most prestigious awards competitions in advertising, design and interactive. In 2016, ADF Active by Havas Worldwide Australia was among the UX/UI finalists in the following categories:

- Consumer: Mobile – Utility
- Craft: Interface Design

SemTech 2011 Case Study Speaker

Speaker at the Semantic Technology Conference 2011, an international event about semantic technology for enterprise computing professionals, which was held in San Francisco on 5-9 June, 2011. Details about my presentation can be found [here](#)

INTERESTS

Design-Led Innovation, and Engineering Innovation

SEMINARS AND CONFERENCES

IASDR 2015 – Sixth International Congress of International Association of Societies of Design Research (2015)
Brisbane, QLD, Australia

DCC'14 – Sixth International Conference on Design Computing and Cognition (2014)
London, Greater London, United Kingdom

13º USIHC – Congresso Internacional de Ergonomia e Usabilidade de Interfaces Humano-Computador (2013)
Juiz de Fora, MG, Brazil

ISA 2012 – Interaction South America (2012)
São Paulo, SP, Brazil

SemTechBiz 2012 – Semantic Technology & Business Conference (2012)
San Francisco, CA, United States of America

10º P&D Design – Congresso Brasileiro de Pesquisa e Desenvolvimento em Design (2012)
São Luís, MA, Brazil

ISA 2011 – Interaction South America (2011)
Belo Horizonte, MG, Brazil

5º CIDI – Congresso Internacional de Design da Informação (2011)
Florianópolis, SC, Brazil

SemTech 2011 – Semantic Technology Conference (2011)
San Francisco, CA, United States of America

3ª Conferência Web W3C Brasil (2011)
Rio de Janeiro, RJ, Brazil

ISWC 2009 – 8th International Semantic Web Conference (2009)
Washington, DC, United States of America

PROFESSIONAL ASSOCIATIONS

IAI – The Information Architecture Institute
Website: <http://iaiinstitute.org>
Member ID: 30882

REFEREES

Derek Armitstead

Job title: Agile Delivery Lead
Company: **Workplace Gender Equality Agency (WGEA)**
Mobile: +61 417 405 122
Email: derekarmitstead69@gmail.com
Relationship: Worked with me at ASG Group, having previously worked together at Havas Worldwide Australia

Samuel Tait

Job title: Managing Partner, Business Innovation
Company: **I/O**
Mobile: +61 478 197 713
Email: samuel.tait@welcometo.io
Relationship: Former Client Business Director who managed me indirectly at Havas Worldwide Australia

SELECTED ACADEMIC RESEARCH PUBLICATIONS¹

BURLAMAQUI, L.; DONG, A. Eye gaze experiment into the recognition of intended affordances. In: ASME 2017 IDETC/CIE – 29th International Conference on Design Theory and Methodology (DTM), 2017, Cleveland. Proceedings of the ASME 2017 International Design Engineering Technical Conferences & Computers and Information in Engineering Conference. Cleveland, 2017. DOI [10.1115/DETC2017-67207](https://doi.org/10.1115/DETC2017-67207).

Abstract: An eye-tracking experiment aimed at testing the claim that individuals understand how to use artifacts through the visual perception of their intended affordances was conducted. Sixty-one participants were asked to state the manner in which they would interact with an artifact after looking at their screen-based images for ten seconds with their gaze captured. The participants' responses to perceived affordance were compared to their gaze data. Although individuals identified plausible affordances, a binary logistic regression analysis was inconclusive as to which eye-tracking variable is likely to entail a successful identification of the intended affordance. That said, there was a strong correlation between perception of the intended affordance and mention of either the artifact's function or semantic category. The results suggest that affordances may not have a significant impact in the usability of products and interfaces. Extrapolating from the findings, we postulate that analogical priming may be a better explanation for the way individuals understand what to do with the artifact.

BURLAMAQUI, L.; DONG, A. Affordances: bringing them out of the woods. *Interactions*, v. 23, n. 4. p. 80-82, 2016. ISSN 1072-5520. DOI [10.1145/2934292](https://doi.org/10.1145/2934292).

Abstract: Insights: (1) perceived intended affordances refer to affordances that are intended to be perceived in a certain situation by the end user; (2) designing for usability through affordances requires designers to be aware of an object's perceived intended affordances; (3) intended affordances can be manipulated or thwarted by the visual features of an object, and by other objects in the user's field of view.

BURLAMAQUI, L.; DONG, A. The identification of perceived intended affordances. In: IASDR 2015 – 6th International Association of Societies of Design Research Congress (IASDR 2015), 2015, Brisbane. Proceedings of the Sixth International

Association of Societies of Design Research Congress. Brisbane, 2015. p. 266-280.

Abstract: An experiment aimed at testing the hypothesis that perceived intended affordances can be affected by two distinct dimensions, classification and framing, was conducted. One hundred and four participants were asked to tell what action they would most likely take upon eight artefacts. Responses were tallied according to whether participants identified the intended affordance. A chi-square test showed that correct responses significantly varied according to the degree of strength of classification and framing. However, a textual analysis of responses to questions asking participants to explain their answers showed that few of the responses exhibited participants' knowledge about affordances. The results suggest that perceived intended affordances have to be learnt or primed to be identified correctly.

BURLAMAQUI, L.; DONG, A. The use and misuse of the concept of affordance. In: DCC'14 – 6th International Conference on Design Computing and Cognition, 2014, London. Proceedings of the Sixth International Conference on Design Computing and Cognition. London, 2014. p. 295-311. DOI [978-3-319-14956-1_17](https://doi.org/10.1145/2595611.2595617).

Abstract: Given the lack of agreement on the phenomenological elements of affordance, it is difficult to conduct empirical research to test systematic observations across contexts (e.g., industrial design and interaction design). To address this problem, this paper aims to establish a new understanding of the concept of affordance and its key concepts. Through a critical review of influential articles about affordance, the article identifies some uses and misuses of the concept. Then, a definition of affordance is provided, which delineates its foundational elements. Based on the definition, the article proposes a framework to explain how artefacts acquire affordances through the intentional behaviour of designers, certain material features, and contextual constructions. As a result, this research will contribute a new perspective on affordances that may help designers have predictable control over them when designing end-consumer products.

ROCHA, L.; LOHMAN, A.; BITARELLO, B.; BRAZ, A.; REISZEL, F. Smart beer coaster. In: IADIS International Conference on Interfaces and Human Computer Interaction, 2011, Rome. Proceedings of the IADIS International Conference on Interfaces and Human Computer Interaction. Rome, 2011. p. 384-388.

Abstract: The main objective of this paper is to describe the different stages of research and development of an electronic device based on the use of open source technology which is the result of the observation of the consumption and sales habits of 600ml beer bottles in Brazil, as well as the relationship between bars/restaurants and their customers. This project's goal is to optimize this business, being both commercially attractive and capable of improving its consumption experience. Therefore, the prototype here presented is expected: 1) to warn the staff that the last bottle served to a customer is getting empty, allowing its immediate replacement and consequently reaching a higher level of client satisfaction; 2) to increase the efficiency and profit margin of the bar/restaurant by selling more beer; 3) to add value to the bar/restaurant and the brands associated to the device as a product, due to its technological and innovative nature.

¹ I may be identified as either **BURLAMAQUI, L., ROCHA, L., ROCHA, L. B. L. Da** or **ROCHA, Leonardo Burlamaqui Lima da**