

# Gabrielle Alves

## CONTACT

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## EDUCATION

### PhD in Computer Science

University of Sao Paulo, 2023 - 2027

Specialization in User Experience (UX), with emphasis on Artificial Intelligence (AI) and Recommender Systems.

### MSc in Computer Science

University of Victoria, 2022 - 2024

Specialization in User Experience (UX), with a focus on inclusive graphic design principles.

### MSc in Computer Science

University of Sao Paulo, 2021 - 2023

Specialization in User Experience (UX), with emphasis on Artificial Intelligence (AI) and Recommender Systems.

### MBA in Marketing

University of Sao Paulo, 2016 - 2018

Specialization in Enhancing User Satisfaction through effective communication strategies.

### Foundations of Project

Management | Google Coursera, 2023

### Foundations of User Experience

Design | Google Coursera, 2023

## WORK EXPERIENCE

### Project Analyst, July 2023 - Present

*Innovation and Systems Co-op, May 2023 - July 2023*

*Legislative Assembly of BC, Victoria, BC, Canada*

- Created and refined project management dashboards using advanced analytics to boost financial oversight and prepare for elections.
- Evaluated and improved website content and usability, enhancing user inclusivity and establishing a prioritized upgrade plan.
- Executed a new strategy for policy dissemination within the access precinct, streamlining operations and reducing risks through proactive change management.
- Coordinated a significant event for the Canadian Association of Sergeant-of-Arms, ensuring it met stakeholder expectations through collaborative planning.
- Spearheaded the LEG website's overhaul to improve user engagement and accessibility, employing design thinking to define and track success metrics.
- Simplified the onboarding process with Jira, enhancing efficiency and agility in election preparedness efforts.

### UVIC Site Coordinator

*Let's Talk Science, July 2023 - Present (Part-time)*

- Led initiatives to expand community engagement and visibility, driving significant increases in volunteer participation and program awareness.
- Streamlined volunteer training and resource management, achieving program goals while enriching the participant experience.
- Crafted and executed a variety of educational events, from workshops to seminars, designed to captivate and educate diverse audiences.
- Directed financial strategy and budgeting, securing essential funding and ensuring responsible financial management via the Let's Talk Science portal.

### Influencer & Outreach Manager

*Editora Charme, Mar 2020 - Dec 2023 (Part-time)*

- Collaborated with digital influencers to elevate Charme Publishing House's profile in Brazil, deploying a focused online marketing approach.
- Led dynamic marketing initiatives leveraging social media, email campaigns, and graphic design to heighten brand interaction and grow our audience.
- Analyzed marketing data to refine customer engagement strategies, producing compelling content that supported sales objectives.

### Surveyor - BC Patient-Centred and BC Student Outcomes projects

*Malatest, Oct 2022 - May 2023 (Part-time)*

- Directed phone surveys for patient feedback in compliance with FOIPPA/FIPPA, applying both quantitative and qualitative methods to extract crucial insights.

## PUBLISHED PAPERS

**“Digitally nudging users to explore off-profile recommendations: here be dragons.”**

*Alves, Gabrielle et al. User Modeling and User-Adapted Interaction (2023)*

## AWARDS

**Wellness Champion Award**  
for promoting healthy work/life balance

*Legislative Assembly of BC, 2024*

## WORK EXPERIENCE CONTINUED

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### User Experience Lead

*MyClimAct, May 2022 – Feb 2023*

- Led the ClimAct project's design, incorporating design thinking with Figma and Adobe Creative Suite to craft wireframes, prototypes, and detailed mockups.
- Enhanced user experience through rigorous usability testing and iterative feedback integration, boosting satisfaction and interaction.
- Engaged over 200 K12 students in co-designing the project, leading workshops to gather and implement their insights.
- Created an interactive carbon footprint calculator with 30 challenges to encourage sustainable behaviors, fine-tuning user engagement through thoughtful decision architecture.

### Project Manager

*Book Subscription Box L&C, Mar 2017 – Aug 2021*

- Managed project workflows with Agile methods, achieving on-time, within-budget deliverables.
- Established key partnerships with publishers and authors for exclusive content, increasing subscriber engagement and value.
- Optimized inventory management, enhancing customer satisfaction and reducing costs.
- Selected and negotiated book deals based on data-driven insights, elevating subscription service quality and project results.
- Engaged stakeholders with regular updates, ensuring alignment and project success.

### Design and Marketing Assistant

*SupportNinja (Texas, US), Aug 2017 – Mar 2018*

- Produced digital assets for web, video, and marketing, maintaining brand consistency.
- Launched and managed Google Ads campaigns, driving site traffic and lead generation with SEO-optimized keyword strategies.
- Analyzed marketing metrics to hone strategies, maximizing ROI and target audience reach.

### Digital Marketing and Project Manager

*eMorphosys (Hyderabad, India), Jan 2016 – May 2017*

- Directed global content distribution in over 10 languages, expanding audience reach.
- Boosted digital and social media presence with targeted strategies.
- Managed multicultural content production, including script to Premiere Pro editing.
- Tracked digital campaign success, refining strategies for enhanced ROI and objective fulfillment.

### Founder

*Livros & Citações, Since Feb 2012*

- Elevated a literary blog to over 1M social followers and 500K monthly site visits, crafting a content and social media strategy for heightened engagement and visibility.
- Utilized WordPress and CMS to deliver an engaging user experience, leveraging SEO and data analytics for content optimization.
- Conducted social media and email marketing campaigns, innovating to boost brand presence and audience engagement.