

João Vítor de Araujo Lima

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Work Experience

Portuguese Math Consultant (Localization) | Dashboard and Tracker Expert - Freelancer

Duolingo

April 2024 to November 2024

- Localization support for the math course and accessibility in the Duolingo app in Portuguese
- Cross-team work, consulting with content and localization teams to align key pedagogical approaches
- Conduct QA and LQA
- Creation, maintenance and responsible for Dashboards and Trackers created for team management.

UX Researcher | Analytics

Avenue Code - Client: Braskem

May 2024 to August 2024

- Quantitative and Qualitative research methods
- Applying interviews and usability tests
- Using data, metrics, and Dashboards to create product insights

UX Research | Accessibility | Data

Support Foundation for the Institute for Technological Research (FIPT) - Client: Lenovo

August 2021 to January 2024

- Research project to improve digital accessibility using agile methodologies
- Cross-team collaboration - UX, development, AI, and QA
- Using Sign Language in workspace and interviewing
- User Experience (UX) team leader
- Proto-persona construction using census data about deaf population
- Member of Diversity and Inclusion (D&I) initiatives at FIPT and Lenovo

Researcher | Accessibility | Census Data - Internship

National Council for Scientific and Technological Development (CNPq)

February 2020 to August 2021

- Statistical, historical and documentary analysis of Brazilian census data and deaf population
- Academic research in scientific and documentary literature about deafness and sign language
- Academic, scientific and social media productions of accessibility content

Researcher | Accessibility | Survey - Internship

São Paulo Research Foundation (FAPESP)

March 2019 to December 2019

- Research on math anxiety in deaf students
- Responsible for collecting, cleaning and statistical analysis of research data
- Presentation of research findings at academic events and conferences
- Accessible survey design and interview application
- Statistical validation of the survey used in research collection

Teacher | Researcher | Math | Programming | Robotics - Internship

University of São Paulo (USP)

July 2016 to August 2018

- Teaching "information processing" and "programming and robotics" content
 - Preparation and creation of teaching materials and lesson plans
 - Instruction in programming languages using "visual programming" (such as code.org and Scratch) and Arduino
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Education and Certification

Data Analyst Associate - R, Python, SQL, Power BI - Data | EDA | Survey | Statistics - 2020 | 2024
DataCamp

Cloud Digital Leader certification - 2024
Google

Product Analytics certification - 2024
Pendo

UX Design Intensive certification - 2023
Mergo

Master's degree in Special Education, MEd - February 2020 to June 2023
Federal University of São Carlos (UFSCar)

Computer Science - July 2017 to December 2019
University of São Paulo (USP)

Bachelor's in Physics, BSc - February 2016 to December 2019
University of São Paulo (USP)

Skills

- Data Science and Analysis - Statistical Analysis, Modeling, and Machine Learning - R Programming, Python
- Data cleaning/processing, visualization and analysis - PostgreSQL, Power BI
- UX Analytics, metrics, dashboards, and data - Excel, Sheets, Pendo
- Survey Design, User testing, and User interviewing techniques
- Quantitative and Qualitative analysis and research methods
- Computer science and IT
- Programming Languages and Web Development - C, C#, HTML, CSS, JavaScript
- User Experience (UX) and Research (UXR)
- User Persona Development
- Digital Accessibility and Assistive Technology
- Diversity, Equality, & Inclusion (DE&I)
- Quality Assurance (QA)
- Agile - Jira, Confluence

Languages

- Portuguese - Fluent
- Brazilian Sign Language (Libras) - Advanced
- English - Advanced
- French - Beginner
- Spanish - Beginner

Patents

Virtual sign language system (#US11836299B1 | CN117850656A | JP2024054093A | EP4350669A1 | BR102023020544-5A2) - December 2023
<https://patents.google.com/patent/US11836299B1>

Volunteering

Brazilian Sign Language (Libras) Monitor - August 2019 to December 2019
Instituto de Ciências Matemáticas e de Computação de São Carlos / University of São Paulo (ICMC/USP)

Mathematics Tutor for Deaf Students - March 2019 to October 2019
Associação dos Surdos de São Carlos - Jurandyra Fehr (ASSC)

Undergraduate Researcher | Teacher | Investigative Chemistry for Deaf Students - February 2018 to November 2018
São Carlos Institute of Chemistry / University of São Paulo (IQSC/USP)