

# Felipe Rabaça Panichi Vieira

## CONTACT

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www.feliperpv.com

## WORK EXPERIENCE

2025-2026 • **Calouste Gulbenkian Foundation**  
Cultural Mediator at the CAM and Gulbenkian Museums.

- Acted as the primary touchpoint for visitors, translating complex exhibition narratives into accessible concepts for the audience, developing a deep understanding of user-centered communication.
- Performed on-the-ground observation of visitor behavior, identifying where environmental signage failed to meet user needs and provided this feedback to management.

2022 • **Insurtech Innovation Program**

Innovation program by PUC-Rio with MAG Insurances and IRB Brasil.

- Translated insurance concepts provided by MAG/IRB experts into digital product concepts, focusing on clear user navigation and information architecture.
- Collaborated with cross-functional teams and industry mentors from MAG and IRB to ensure alignment with business goals.

2019-2021 • **AeroRio**

Web and Visual Designer at AeroRio, a university team at PUC-Rio that builds unmanned aerial vehicles.

- Designed, created, and maintained the team's website, ensuring visual consistency and accessibility across devices.
- Worked alongside a multidisciplinary team of engineers to ensure the digital representation of complex hardware (UAVs) was technically accurate and user-friendly.

## KEY PROJECTS

**rePraça** • App on Google Play

- Designed and shipped a mobile game to incentivize innovation in urban collaborative planning using Unity.
- Maintained a Design System to keep visual consistency.

**Art Beyond Observation** • Master's Thesis

- Designed an interactive information system to translate complex conceptual data into active, embodied user experiences.
- Conducted iterative testing to validate how interactive design can deepen the visitor's connection to the artwork.

## SKILLS & TOOLS

Figma, User Journeys, Prototyping, Wireframing, Design Systems, User Research, Heuristic Evaluation, Information Architecture, Service Design, Data Visualization.

Tech: Unity, HTML/CSS.

## EDUCATION

**FAUL** • University of Lisbon  
School of Architecture

Master's degree  
Interaction Design

2023 - 2025

**PUC-Rio** • Pontifical Catholic  
University of Rio de Janeiro

Bachelor's degree  
Design - Digital Media

2018 - 2022

**UT Austin** • The University  
of Texas at Austin

Exchange Program  
Design

Fall 2021

## LANGUAGES

**Portuguese**  
Native language

**English**  
Fluent

**French**  
B1 level

**Spanish**  
A2 level