

Daniel Gotilla

professional experience

TIM Brasil

Trends and Innovation Specialist • *June 2008 – Present*

- Continuous strategic analysis of the telecommunications market, following both national and international trends; benchmarking of innovative products and services; elaborating business plans and negotiating partnerships for trials and deployment of new services.

iPhone Product Manager • *December 2008 – December 2009*

- Coordinated a multi-disciplinary team in charge of the launch and management of the iPhone at TIM, including Pricing, Channel Strategy, Business Intelligence, Logistics and Customer Care.

Mobile for You (M4U)

Design and Usability Coordinator • *December 2007 – May 2008*

- Definition of project scope with internal and external clients, planning and elaborating user interfaces and use cases, supporting the development and quality testing of convergent Mobile/Web applications on such diverse platforms as J2ME, JavaCard, S@T/WIB, Web and WAP WML/XHTML.

Marketing Analyst, Interaction Designer • *September 2006 – November 2007*

- Consulting on usability and interaction design on internal or partner projects such as Mundo Oi, Oi Música, Oi Esportes, Oi PDV, Oi Recarga Pessoal and Paggo.

Globo.com

Functional Architect • *March – September 2006*

- Articulating with the product team to define the scope, information architecture and interaction design of 8P, Globo.com's Web 2.0 photo-sharing site.

contact

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summary

Mobile services product manager with solid interaction design and web development experience.

goal

To develop and bring to market best-in-class Mobile/Web services which are useful and entertaining to their users.

specialties

Mobile Value-Added Services (VAS) Creation/Development; Strategic Product Marketing, Planning and Design; Technology Scouting; Development of Mobile Web Applications; Interaction Design, Information Architecture, Usability.

computer skills

SOFTWARE: Adobe Dreamweaver, FireWorks, Hometown, PageMaker, PhotoShop, NewsGator TopStyle; Microsoft Excel, PowerPoint, Project, Word; Mozilla DOM Inspector, Venkman; OmniGroup OmniGraffle, OmniPlan, OmniOutliner.

AFFILIATIONS: ACM, IAI, GSMA, SIGCHI.

PLATFORMS: Apple Mac OS, Microsoft Windows.

LANGUAGES: HTML/XHTML, CSS, PHP, JavaScript/DHTML, SQL.

Sirius Interativa

Usability Analyst • August 2004 – July 2005

- Participated in the elaboration and development of GloboVox (forum/social network) as information architect, interaction designer and project coordinator during the visual design and HTML production phases.
- Usability analysis of websites and corporate portals focusing on compatibility with legacy browsers (Renault), adherence to web standards (Petrobras) and accessibility for the visually impaired (Brazilian Department of Health).

Projeto Comunicar, PUC-Rio

Reporter, News Designer (intern) • March – July 2003

Press Relations (intern) • August 2002 – February 2003

RedeVip

Front-End Web Developer (intern) • April –

November 1998

education

PUC-Rio

Communication — Journalism • March 2002 –

June 2006

- Dissertation: *Newspapers Adapt to the New Digital Media*.

Production Engineering • August 1997 –

December 2001

- Course on hold.

American School of Rio de Janeiro (EARJ)

High School • August 1993 – July 1997

languages

PORTUGUESE: Fluent; native language.

ENGLISH: Fluent; primary and secondary education at bilingual schools; lived in Boston, MA for two years.

SPANISH: Working knowledge; two years of study at *Casa de España*.

FRENCH: Working knowledge; four years of study certified by Aliança Francesa.

academic experience

- Tutored over 200 students one-to-one for the SAT and TOEFL since 1997.
- Guest teacher at the American School of Rio de Janeiro (EARJ), in 2004 and 2005, and at the International School of Aruba, in 2000, where I taught SAT preparatory courses.

An up-to-date and extended version of this résumé can be found at <http://daniel.gotilla.com/>.