Luis Oliveira – Senior UX Researcher

# Personal details

Name: Dr Luis Carlos Rubino de Oliveira, [luiscarlosrubino@gmail.com](mailto:luiscarlosrubino@gmail.com)

With indefinite leave to remain in the UK, DBS cleared (Feb 2022)

Contractor via Rubino UX limited, fully insured.

# Profile

I have around 10 years of experience in User Experience Research. I’ve been involved in projects developing technology for the **public sector** (central government and emergency services), **transport** (automotive, railways, cycling schemes), and **domestic sector** (mobile and smart home technology).

The methodologies used include **in-depth interviews, focus groups, large scale surveys, A/B tests, shadowing and usability studies**. I conduct quantitative and qualitative data collection and analysis, from **semi-structured interviews with NVivo/Dovetail thematic analysis** to **Qualtrics surveys with Excel/SPSS statistical analysis**.

Design outcomes include **customer journey maps, personas,** and **system requirements**. My expertise is demonstrated by actual technology development, project reports and dozens of academic publications in design, engineering, human factors and ergonomics. My research portfolio can be accessed on <https://www.rubino.com.br/>.

# Education

* Postgraduate: PhD (2014) – Loughborough Design School, Loughborough University (UK) – it was a joint doctorate from the User-Centred Design and Sustainable Design Research Groups
* Undergraduate (2000) – UFMG, Brazil – Mass Communication and Advertisement

# Research experience

## User Researcher – DfE / ESFA (Feb 2022 – Mar 2022)

*This was a pre-discovery phase into one of the complex processes within the Department for Education – Education and Skills Funding Agency*

Colleges have to periodically submit financial forecasts and accounts to the agency which then assess the financial health of these institutions. But currently this process is made via large and complicated Excel spreadsheets (e.g., [https://www.gov.uk/government/ publications/financial-planning-handbook](https://www.gov.uk/government/%20publications/financial-planning-handbook)). The aim was to understand the painpoints related to the current system, map the user journeys and propose options for a future service. Our user research with internal stakeholders and college head of finances provided several painpoints and opportunities, which mapped the territory for further exploration. We also proposed the questions that still need to be answered before an alpha phase.

## User Researcher – West Midlands Fire Service (May 2021 – Feb 2022)

*I applied UX research methods to understand activities, behaviours and needs of firefighters and commanders. I then mapped services, defined recommendations for improvement and proposed system requirements.*

I was tasked to understand and create recommendations to improve the Safe and Strong project (<https://www.wmfs.net/our-services/safe-and-strong/>), a service that costs more than £1M yearly. It was designed to minimise the risk of fire in vulnerable businesses. Firefighters have to visit premises and also interact with bespoke software to input data about risk factors. Focus groups, online survey and face-to-face interviews provided the information to understand the service and recommend changes. I produced a 56-page report with the findings, which is helping policy making and allowing informed decisions to be taken about the future of these tasks, reduce costs and improve staff engagement and motivation to perform their activities.

## UX Researcher – WMG – University of Warwick (Dec 2015 – Aug 2020)

*I planned and conducted all stages of user research, performed the project and team management, reporting and dissemination for 4 different projects:*

### Midlands Future Mobility project (April 2019 – Aug 2020) <https://midlandsfuturemobility.co.uk/>

Large-scale, quantitative online surveys were designed using validated questionnaires together with bespoke questions to evaluate and improve user trust and acceptance of self-driving cars. The issues explored involved “NIMBYism”, when people reject the idea of technology being implemented near their homes.

### WiCET project (January 2019 – April 2019) <https://www.cenex.co.uk/case-studies/wicet-feasibility-study/>

The objective was to understand the feasibility and inform the design of innovative charging facilities to help solve the shortage of charging points for electric taxis in London and Nottingham. I designed and conducted interviews and focus groups with taxi drivers and public sector (TfL and NCC). Results informed the design for the chargers, including layout, location, quantity and system features, currently being tested in Nottingham.

### UK Autodrive project (January 2018 – December 2018) <http://www.ukautodrive.com/>

In partnership with Jaguar Land Rover, I conducted qualitative and quantitative experiments to understand user experience, trust and acceptance of self-driving ‘pods’. Over 500 users tested diverse features such as control interfaces, projections on the road and augmented reality windscreens. I designed studies, conducted interviews and analysed data.

### CLoSeR project (December 2015 – January 2018) <https://warwick.ac.uk/fac/sci/wmg/research/cav/projects/closer/>

This project proposed a range of features to improve train travel, centred on a passenger app to allow dynamic seat reservation, real-time occupancy information, automatic ticket validation and a loyalty scheme. My activities involved designing and conducting interviews, surveys, shadowing and observations with diverse stakeholders such as senior management, train crew and passengers. Outcomes included customer journey maps, personas and system requirements. My reports gave actionable recommendations to improve passenger experience and reduce crew resistance to change. A real-world implementation of the technology is currently being tested by a train operator.

## UX Designer – Loughborough University (Oct 2013 – Oct 2015)

*I applied user research in design, ergonomics, human factors and user experience. I also performed the project management and reporting for 2 projects:*

### The Reflect Project (October 2013 – October 2015) <https://www.rubino.com.br/case-studies/motivating-car-drivers-to-cycle-and-walk-more>

This project was looking into ways to promote sustainable modes of transport such as walking and cycling instead of driving. I designed a prototype smartphone app which was tested by participants. Results indicate that behaviour change interventions can be delivered via phones to promote active lifestyles, with proven benefits to the environment, individuals’ health and wellbeing.

### Refit Smart Homes (March 2014 – October 2015) <https://www.refitsmarthomes.org/>

This project installed smart home technology in 20 homes and we tested how experiences change with time. We performed home visits, contextual enquiries and ethnography to understand experiences over one year. Results indicate how experiences change over time, the role of initial expectations, the challenges that appears with time, and highlighted the need to account for these changeable experiences when people interact with products and services.

# Extras

**Publications:** My Google Scholar profile can be accessed here: <https://bit.ly/33vyOQG>

**Portfolio:** Projects with descriptions and photos: <https://www.rubino.com.br/>