

Felipe Ávila da Costa

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Personal Information

Birthday February 15th, 1985
Nationality Brazilian + Portuguese
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About me

Born in **Porto Alegre (Brazil)** in 1985, I moved to **Porto (Portugal)** after 15 years and later on to **Bristol (England)** to complete my studies (**Bachelor and Master in Software Engineering**). During the university years I developed a **passion for thinking outside of the box** and **creating products and services** that are **useful** and **usable** to people. Good examples of this are my university final project, an **innovative webmail application**, and **The Usability Page**, a community oriented web platform for Usability professionals and lovers, which I created and currently lead.

Now I'm aiming at a new project that **challenges** me every day and **takes me out of my comfort zone** from time to time, where I can acquire new and **useful knowledge and skills**. Together with my studies, I was an active member of many international projects and student associations that allowed me to work in **multi-cultural environments**, **travel**, **meet new people** and **discover new cultures**. These activities do please me and I aim to incorporate them in my career.

My passion is to **create**, **take ideas to action** and **get results** from it. My interests are wide, going from Managing Teams and Projects, from Human-Computer Interaction and Information Architecture to Creativity, from Animation to Requirements Engineering, from Human Resources to Marketing and Sales.

Me in a few buzzwords

Entrepreneur
Leader
Creative
Responsible
Dynamic
Pro-active
Innovative
Intelligent
Outgoing
Traveller
Smart
Social
Ambitious
Critical-Thinker
Communicative
Honest
Happy
Motivator
Decision-Maker
Public-Speaker
Objective

Work Experience

September 2008
onwards

Project Leader at The Usability Page :: <http://www.theusabilitypage.com/>

Creator, leader and developer of a Community Oriented Platform for professionals and lovers of Usability.

October 2008
August 2009

Product Manager/Software Engineer at Portugalmail – Comunicações S.A.

Creator, lead developer and product manager of a paradigm-breaking webmail solution.

October 2008 → March 2009 :: **Software Engineer (Intern)**

September 2006
December 2008

Member of Board of European Students of Technology :: <http://www.best.eu.org>

Organisation of workshops, symposiums and courses for European students of technology. Developed skills in Human Resources Management, Conflict Management, Fund Raising and Logistics.

March 2007
July 2007

Apple Campus Rep at Apple Portugal and On Spot Marketing

Organization of marketing events and promoting of Apple products for students, researchers, faculty and staff at University of Porto campus; Support to Apple Account Executives on marketing plan implementation and representing Apple Portugal in other Universities in Porto. More at <http://www.apple.com/education/campusreps/>

May 2004
December 2008

Member of JuniFEUP - Junior Enterprise of FEUP :: <http://www.junifeup.pt>

More about the Junior Movement :: <http://www.jadenet.org/about/movement/>

April 2006 → November 2006 :: **Chief of Commercial and Production Office**

Executive Board member. Responsible for Management of Departments of Marketing, Market Expansion and Technical Production (Chemistry, Informatics, Mining and Management and Industrial Engineering).

September 2005 → June 2006 :: **Market Expansion Department Director**

September 2005 → February 2006 :: **Human Resources Department Director**

February 2006
May 2007

President/Founder in SIG on Computer Graphics :: <http://necg.fe.up.pt/>

Manager of the Special Interest Group (SIG) in Computer Graphics of University of Porto. Working on the formal procedures to create the group and improving the quality and number of members (from 8 to 45 active members in one year) through training and recruitment activities.

October 2005
June 2006

Volunteer at Acreditar - Association of Parents and Friends of Children with Cancer ::

<http://www.acreditar.org.pt>

Entertainment of young children with cancer. Providing support for parents.

Other
work experiences

June 2007 → July 2007 :: Volunteer at Erasmus Van Tour

in ESN (**Erasmus Student Network**) International :: www.esn.org

Full Erasmus Van Report :: http://www.20erasmus.eu/files/design_esn.pdf

February 2007 → June 2007 :: **Teacher Assistant of Computer Graphics Unit**

in Faculty of Engineering of University of Porto :: http://www.fe.up.pt/si_uk/

September 2004 → March 2007 :: **Sound and Light Technician**

in Faculty of Engineering of University of Porto :: Events Department ::

<http://eventos.fe.up.pt>

Education Background

September 2003
March 2009

Bachelor and Master in Informatics and Computing Engineering
in **University of Porto** (Portugal):: <http://www.fe.up.pt/>
Final Grade :: 15.2 out of 20

September 2007
July 2008

Year Abroad (Erasmus Program) in **University of Bristol** (UK):: <http://www.bris.ac.uk/>
Department of Computer Science :: <http://www.cs.bris.ac.uk/>

August 2006
June 2007

Invited Participation in TEC Sequence Unit in **MIETE** :: <http://paginas.fe.up.pt/miete/>
Technology-based entrepreneurship training and development

**Other Courses and
Workshops**

Summer Course about Usability and Hacking Electronic Devices
by BEST Budapest (based at Budapesti Műszaki és Gazdaságtudományi Egyetem).

Workshops in Soft Skills :: Presentation & Communication Skills, Human Resources & Leadership and Negotiation by University of Porto; Critical Thinking and Creative Thinking by University of Bristol.

Personal Skills and Competences

Social skills

Communication, team spirit and leadership skills developed by practical experience during the University years and Junior Enterprise projects. **Adaptability to multicultural environments**, due to study-abroad programme and activities in European Associations.

Organisational skills

Experienced in **Project Management, Team Management and Human Resources development** as head of departments in my Junior Enterprise and many projects in University. **Business Awareness**.

Technical skills

Experienced on **Software Engineering Life-Cycle**. Requirements, Modelling, Design and Specification, and Testing; Large knowledge on programming languages, database administration and user interface technologies. **Fast Learner**.

Artistic skills

Photography and Ballroom and Latin Dancing.

Languages Skills

Portuguese (Mother Tongue); **English** and **Spanish** (Fluent – European Level C1); **Italian** (Basic – European Level A2).

Awards

Great Mind Great Efforts (**Most Valuable Student**) 2007 - **Microsoft Portugal**

References

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