

## *Resumé*

### **CLÁUDIA MARTIN NASCIMENTO**

São Paulo-SP-Brazil - E-mail: [claudia@e-hipermidia.com](mailto:claudia@e-hipermidia.com)

<http://www.exploringhypermedia.com>

**Web designer, hypermedia developer, logo designer, teaching**

#### **EDUCATION:**

\* Masters Degree in Aesthetics and Art History, São Paulo University (USP-SP). Tutor: Prof. Dr. Artur Matuck. Project: "A Planetary Myth: Exploring Hypermedia", São Paulo, 2007.

\* Bachelor Degree in Industrial Design, Armando Álvares Penteado Foundation (FAAP), São Paulo, 1996.

#### **OTHER COURSES:**

\* February - June, 2006: Post-graduation class "Advanced Studies Seminar: Hybrid Languages in the audiovisual and digital media", Pontifical Catholic University of São Paulo (PUC-SP). Prof. Dr. Lucia Santaella.

\* August - December, 2005: Post-graduation class "Hypermedia – the reticulated landscape: connectivities, sonorities and visualities", Pontifical Catholic University of São Paulo (PUC-SP). Prof. Sérgio Bairon. Conclusion Presentation: "Myth and Hypertext".

\* August - December, 1999: Post-graduation class "Electronic Scriptures", School of Arts and Communication – São Paulo University (ECA-USP). Prof. Artur Matuck. Conclusion Presentation: "Jassyendy – A Hypertext Experiment".

\* August - December, 1991: Drawing Course "JOGO STÚDIO", with Sílvio Dworecki (artist and professor of the Urbanism and Architecture Foundation - São Paulo University, FAU-USP)

\* Graduated in the "Silva Method Mind Control International" basic, superior and advanced courses.

#### **Technical Courses:**

\* Logic of the Visual Programming – Impacta Tecnologia (February, 2001)

\* ASP – Level I - Impacta Tecnologia (February – March, 2001)

\* Web Design Course – Industrial Learning National Service (SENAI-SP)

\* Web Design Course – Brazil's National Commercial Training Service (SENAC-SP)

#### **SKILLS:**

##### **Computer Softwares:**

\* Windows XP and Vista

\* Photoshop C.S

\* Image Ready C.S

\* Flash 8

\* Corel Draw 12

\* Internet Explorer 7.0

\* ASP (Basic)

\* Office: Word; Power Point, Access (Basic)

\* HTML

\* Dreamweaver MX

Others: Photography

**LANGUAGES:**

\* Portuguese: Fluent

\* English: Fluent

- "Pronunciation and Listening Comprehension" Course – Prof. Mitchell – Santa Clara Unified School District – Santa Clara – California/USA (September, 2006 – October, 2006)

- 7 years of private classes in Brazil

- União Cultural Brasil Estados Unidos – Proficiency Certificate - December, 2003

\* German: Attending Basic 4 (CAVC Idiomas – FEA-USP)

\* Spanish: Basic Level

**PUBLICATIONS:**

\* NASCIMENTO, C. M. 'Exploring hypermedia through the myths', In ASCOTT, Roy (editor). *Technoetic Arts: A Journal of Speculative Research* 6: 3. Bristol, United Kingdom: Intellect Ltd., 2008, pp. 269-285.

<http://www.intellectbooks.co.uk/journals/view-issue.id=1598/>

\* NASCIMENTO, Cláudia Martin. "A conectividade e a percepção estética em universos organizados em rede". In BARBOSA MELLO, Paulo Cezar (org.). *Congresso Internacional em Artes, Novas Tecnologias e Comunicação: Ontem, hoje e amanhã: pluralidade de olhares em um percurso comum*. São Paulo: Museu de Arte Contemporânea - USP, 2008 (to be published).

\* NASCIMENTO, Cláudia Martin. "Espacialidade del Cyberspace: um inter-texto híbrido transcultural". In MATUCK, Artur. ANTONIO, Jorge Luiz (org.). *A-rtémídia e cultura digital*. São Paulo: Musa Editora, PGEHA-USP, FAPESP, 2008 (to be published).

\* NASCIMENTO, Cláudia Martin. "Um Mito Planetário: Explorando a Hipermídia". In MUNANGA, Kabengele (coord.). *Arte Brasileira – Interfaces para a Contemporaneidade*. São Paulo: Programa de Pós-Graduação Interunidades em Estética e História da Arte, 2005.

\* NASCIMENTO, Cláudia Martin. "Sinaá - Herói Mítico da Cultura Juruna". In AJZEMBERG, Elza (coord.). *Estética – USP 70 Anos*. São Paulo: Programa de Pós-Graduação Interunidades em Estética e História da Arte, 2004.

**PAPERS AND PRESENTATIONS:**

\* CIANTEC, 2008 - International Congress in Art, New Technologies and Communication: Yesterday, today and tomorrow: Plurality of sights in a common path  
Lecture: "The connectivity and the aesthetic perception in web organized universes"

\* PECHA KUCHA NIGHT, ITAÚ CULTURAL, 2008

Part of the International Symposium Art.ficial Emotion 4.0 - Emergence

Presentation: "Creating meaning in web structured universes: thinking hypermedia through the myths"

\* INTERMEDIUM SYMPOSIUM, ECA/USP, 2008  
International Symposium of Languages in Dialog  
Lecture: "The creative process in web structured universes: thinking hypermedia through the myths"

\* III CONGRESS IN AESTHETICS AND ART HISTORY - USP, 2005  
"Brazilian Art – Interfaces to the Contemporaneity"  
Lecture: "A Planetary Myth: Exploring Hypermedia"

\* II CONGRESS IN AESTHETICS AND ART HISTORY - USP, 2004  
"Aesthetic – USP 70 Years"  
Lecture: "The Time-Space in the Digital Webs".

## EVENTS:

\* Sincretismo dos Sentidos Opening and conference "O Sentido Sincrético do Ser" presented by Roy Ascott, SESC Ipiranga, São Paulo, November 25th, 2008.

\* Lévi-Strauss Meanings São Paulo University, IEB – Brazilian Studies Institut and CEUMA – Maria Antônia University Center, São Paulo, October 16<sup>th</sup>, 23<sup>rd</sup> and November 13<sup>th</sup>, 2008.

\* CIANTEC, 2008 - International Congress in Art, New Technologies and Communication: Yesterday, today and tomorrow: Plurality of sights in a common path Mackenzie University (together with PGEHA-USP/ Universidade de Aveiro-Portugal), São Paulo, September 16-18, 2008.

\* Art.ficial Emotion 4.0 - Emergence and Pecha Kucha Night, Itaú Cultural, São Paulo, July 2-5, 2008.

\* Forum: A precoce post-modern? The human geography of modernism and the Latin America modernity, ECA-USP, São Paulo, June 13<sup>th</sup>, 2008.

\* The Rights of the Author in the Digital Age, Law School, São Paulo University-USP, São Paulo, June, 10<sup>th</sup> 2008 (an event of TV USP).

\* 11º EWD – Webdesign Meeting, Maksoud Plaza, São Paulo, november 2006

\* ISEA – the 13<sup>th</sup> International Symposium on Electronic Art, TECH MUSEUM OF INNOVATION, San Jose, California, USA, August 09-12, 2006

\* Zero One San Jose: A Global Festival of Art on the Edge, San Jose, California, USA, August 07-13, 2006

Highlights: 1. Free Soil Tour (a tour through the Silicon Valley); 2. The Builders Association/ dbx, Super Vision; 3. Ryoji Ikeda, Datamatics & C4; 4. David Kelley Lecture; 5. Performative Cinema: Michael Lew, Junkyard of Dreams; 6. Troika Ranch, 16 [R]evolutions.

\* ACTAMEDIA 5 – IN-VERSO - International Symposium of Media Art and Digital Culture. Brazilian Sculpture Museum (MuBE), June, 2006 - São Paulo, Brazil.

\* File – Electronic Language International Festival (Opening lecture: Ted Nelson), FIESP, São Paulo, October, 30 – November, 04, 2005 in association with Tecnocriações at PUC-SP (Prof. George Landow's Lecture: "Critic and New Media on the Age of Globalization").

\* Meeting the artist. Visit to Luiz Paulo Baravelli's Atelier, São Paulo, Brazil. (June, 21,

2005)

- \* Art-Education and Community Seminar. USP/SP. (June, 2005)
- \* Cycle of Conferences – Contemporary Reflexions - Art/Spetacle/Violence with Eduardo Subirats. USP/SP. (May, 03-05, 2005)
- \* "Colors and Transparencies" with Salvatore Emblema. USP/SP. (March, 08, 2005)
- \* Acta Media III – A-Digitalidade - International Symposium of Media Art and Digital Culture. Contemporary Art Museum (MAC-USP). São Paulo, Brazil. Participated as Mediator of the October, 30th digital content, "A-Espacialidade". (September, 18 - December, 11, 2004)
- \* Cycle of Conferences and Discussions "Horizons of the Cyberworld - Stretching the present, rethinking existence" – PUC/SP. (August, 2004)
- \* Aesthetics Questions Seminar. MAC-USP. São Paulo, Brazil. (June, 01-04, 2004)
- \* 8º EWD - Web design Meeting, São Paulo, Brazil. (November, 2003)
- \* Acta Media II – International Symposium of Media Art and Digital Culture – MAC/USP, São Paulo, Brazil. (August – September, 2003)
- \* 4º EWD - Web design Meeting, São Paulo, Brazil. (April, 2002)
- \* "The Creation Challenge on the Internet" - A SENAC Event, São Paulo, Brazil. (June, 2001)
- \* Interactivities - Rumos Interactive Media – Itaú Cultural Institute, São Paulo, Brazil (June-July, 2001)
- \* "Online Music" Symposium - Itaú Cultural Institute, São Paulo, Brazil (March, 14-16, 2000)
- \* "Invenção: Thinking the Next Millenium" Symposium of Art-Science-Technology, Itaú Cultural Institute, São Paulo, Brazil (August, 25-29, 1999)
- \* Workshop: "Technology in the Vanguards" (Virtual Scenery) - Itaú Cultural Institute
- \* Anima Mundi Bi and three-dimensional Animation Workshops - Itaú Cultural Institute
- \* 6º N Design – Student's Design National Meeting - São Luis/MA, Brazil. (July, 6-14, 1996)
- \* 5º-N Design - Student's Design National Meeting - Recife/PE, Brazil. (July, 17-23, 1995)
- \* 1ª Design Week, FAAP, São Paulo, Brazil. (August, 21-25, 1995)
- \* 1ª Education and Arts Week, FAAP, São Paulo, Brazil. (September, 18-21, 1995)
- \* 1º Design Brazilian Congress, São Paulo, Brazil. (November, 3-6, 1994)
- \* EXPO DESIGN 94, FAAP, São Paulo, Brazil. (September, 5-16, 1994)
- \* 3º Design In – Design Regional Meeting - São Paulo, Brazil. (November, 12-15, 1993)

## WORK

### EXPERIENCE:

Nowadays, I work as a freelancer doing websites creation, development and maintenance; marketing tools such as mailings, banners, online campaigns, etc. I'm also linked to the Academic Education area.

### Education / Teaching experience

#### Web design workshop at ECA-USP

In the discipline "Digital Communication and New Media" for the students of the "Public Relations" course.

Location: School of Arts and Communication - University of São Paulo

Period: 10/21/2008; 10/24/2008 e 11/07/2008 (H: 10h30)

### **Member of Examination Board**

Final project presentation for the Bachelors Degree

NASCIMENTO, Cláudia Martin; MARTINS, Beatriz; MATUCK, Artur. Participation at the Examination Board of Juarez Lisboa de Souza. Blá Blá Blog: o dever de um meio de comunicação digital. 2008 – School of Arts and Communication – São Paulo University (ECA-USP).

### Web design

Some recent clients:

- \* **Parcell – Componentes para Celular:** 09/05/2005 – Present;
- \* **Hnet Soluções em Internet:** August, 2005 – Present;
- \* **Box 7 auto clean:** September, 2007 – Present;
- \* **Neogarden:** March, 2007 – Present;
- \* **Narada – Espaço de Bem-Estar:** August, 2007 – Present;
- \* **Santa Amiga Scrapbooking:** May, 2008 – Present;
- \* Etc.

Previous work:

#### \* **Espaço Propaganda and Nanograf – Gráfica para Outdoors**

Period: 12/20/2005 – 12/01/2006

Position: Web designer Freelancer

Experience: Website maintenance; Animated banners development; Images treatment.

#### \* **Hnet Soluções em Internet**

Period: August, 2005 – August, 2006;

Position: Web designer Freelancer

Experience: Financial System visual creation, navigation structure development and usability.

#### \* **HKL Consultoria e Informática Ltda.**

Period: 12/15/2000 – 06/05/2005;

Position: Web designer

Experience: Websites creation and development using different technologies such as HTML, Java Script, FLASH, among others; Navigation structure and flowchart development; Relevant content definition and information maintenance; Usability; Customer Service (Personal and Telephone); Team coordination; Visual Communication jobs such as magazine announcements, banners, billboard, among others; dynamic systems's development participation such as the Score Online for Golf; etc. Some of the websites created/developed:

- Conexão Brasilprev - Banco do Brasil Online Magazine (offline)
- Federação Paulista de Golfe (version offline)

- Confederação Brasileira de Golfe (version offline)
- Copa Los Andes
- Diners Club Golf Tour Score Online
- D'Urso Nova OAB/SP - Campaign website for D'Urso, running for OAB/SP president (Brazilian equivalent of the American BAR Association), elected in November, 2003
- Mahogany Personal Care Products. Detach to the Amyr Klink Campaign.
- Progress Software Brazil/ Exchange Brazil/ Roadshow Progress
- Salton Brazil - George Foreman Grills.
- Golf Travel by TAM Viagens
- Brazilian Bureau of Golf Tourism - sponsored by the Brazilian Ministry of Tourism – EMBRATUR
- Redisul – Engenharia de Redes
- Launching website "Disco Festa". A project of the actor Alexandre Frota. (offline)

**\* Direct Store Comercial Ltda.**

Period: October, 2001 – May, 2005

Position: Member/owner of this E-commerce Company

Experience: Website creation and development; Mailings, animated banners and all the marketing and publicity jobs creation and development; Visual Communication jobs such as Magazine announcements, billboard, etc; Customer service; Some administrative work.

Developed and created projects (online hotspots and stores):

- LG Digitally Yours
- Mahogany
- Marques du Vin
- Oakley Brasil (layout approved by the headquarters-EUA)
- Omas
- Fittipaldi Cigars
- Wilson Sports
- Senna

**\* AZnet.**

Period: May, 2000 – November, 2000

Position: Webdesigner

**\* Design da Terra**

Period: May, 1999 – February, 2000

Position: Webdesigner

**\* GR Soluções Gráficas**

Period: August, 1998 – May, 1999

Position: Member/owner and web designer

**\* Freelancer Jobs**

Period: July, 1997 – April, 1998

Position: Web designer and Visual Communication designer

Companies: EMC Editor, Winner Graph Editor, SOS Atlantic Forest Foundation.

**\* Futura Tech Brasil**

Period: October, 1996 – July, 1997

Position: Trainee - Junior Designer

Experience: Scenography, Graphical Computer and Visual Communication; Clients: Play Center Amusement Park, Antártica, Top Mix, Palicari Sport Bar, etc.

\* **Indústria Cerâmica Ypê**

Period: August, 1996 – October, 1996

Position: Trainee

**AWARDS AND  
DETACHES:**

\* 2003 and 2004 Golfinho Award: Best Brazilian Golf website to *Federação Paulista de Golfe*.

\* March, 2002: *Federação Paulista de Golfe* website named the "most important Brazilian golf website" by the "Golf Sport" Magazine.

\* June, 1998: SOS Atlantic Forest Foundation's Award finalist in the competition for best suggestions about work subjects.

\* September, 1997-June, 1998: **"Brazilian Colors and Contrasts"** Research Project twice approved by the Marcos Mendonça municipal law for receiving fiscal incentive.