

LETÍCIA FERREIRA

INTERACTIVE EXHIBITION DESIGNER



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About Me

I'm an interactive exhibition designer with a creative PhD in Arts and Technology. I have more than 5 years of experience working in both the creative and the project management aspects of the design of interactive exhibitions and experiences. I have designed for museums, galleries, schools, and festivals, and my work has been installed in Madrid, New York, Aalborg, Portland, and Dallas. I am looking for a position to expand the reach and scale of my work, designing for different spaces and contexts, such as themed entertainment, museums, and branding experiences.

Experience

2016 - 2022

Laboratory for Synthetic
and Electronic Poetry

Creative Researcher

Creative design work: concept, sketch, prototype, installation, iteration. Production work: budgeting, project management, scheduling. Publication in journals of the field and installation of work at international juried art festivals.

Main projects:

- An Imagined Genealogy for Michel Foucault (interactive quilt): Creative direction, sewing, design and production of interactive experience (visitors could record their voices as part of the quilt).
- Radium Girls (interactive audio sculpture): audio production, physical computing, sculpture construction.

2014 - 2020

AIDS Quilt Touch

Assistant Designer

Project to preserve and digitally expand the AIDS Memorial Quilt. I worked on the Touch Table interactive.

Main duties:

- Visitor experience design and installation for the storefront of the NAMES Foundation.
- Curation and authoring of interactive stories feature.
- Interviews production and editing.

2016 - 2019

The University of
Texas at Dallas

Executive Producer

Executive producer of UT Dallas HIV/AIDS Awareness Week and HIV/AIDS Awareness Day.

Main Duties:

- Project Management
- Budgeting and scheduling
- Coordinating cross-university collaboration among several stakeholders.

Education

2022

The University of
Texas at Dallas

PhD

Creative PhD in Arts, Technology and Emerging Communication. Creative Dissertation: An Interdisciplinary Framework to Analyze Interactive and Participatory Experiences in Public Settings.

2016

The New School

MA

Master of Arts in Media Studies. Research and design work focused on interactive media in public spaces.

2012

Federal University
of São Carlos

BA

Bachelor's degree in Media Production and Studies. Experience as producer and fundraiser of short films.

Languages

Portuguese - Native
English - Fluent
German - Advanced
Spanish - Basic

Skills

- Adobe Creative Suite
- Python
- 2D and 3D sketching (Sketch Up)