CAROLINA SOTÉRIO

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SUMMARY

Doctoral student at Columbia University specializing in Communication, Media, and Learning Technologies Design. Skilled in UI/UX design, prototyping, front-end coding, and cross-functional collaboration. Experienced in Python, Figma, HTML, CSS, JavaScript, and Adobe Creative Suite. Adept at transforming user insights into impactful learning experiences. < **I design, code, teach, and share >**.

EDUCATION

Columbia University
Doctoral Degree in Education | Instructional Media Design   Sep 2024 - May 2028 (flexible)
Advisor: Paulo Blikstein
Doctoral Student Fellowship Awardee

Cornell University / University of São Paulo
Doctoral Degree in Sciences (Honors)   Dec 2020 - Jul 2024
Advisors: Bruce V. Lewenstein, Eder G. T. Cavalheiro
Grantee of the São Paulo Research Foundation (FAPESP)

State University of Campinas
Specialist in Science Journalism   Aug 2019 - Dec 2020

University of São Paulo
Bachelor of Chemistry (Honors)   Feb 2015 - Dec 2018

EXPERIENCE

UX/UI & Product Design

Pet Plant App | Gamified Social Gardening

- Interactive Plant Care & Challenges: Users nurture virtual plants, gain XP, unlock new species, and tackle real-time challenges like pest invasions.
- Social & Environmental Integration: Users visit friends' gardens, offer assistance, and adapt care strategies based on real-world weather conditions.

MonsterBox | Interactive Paper Mechatronics Storytelling

- Designed an interactive paper-based technology featuring dynamic character expressions controlled by GogoBoard and Machine Learning.
- Integrated user-generated stories with LED feedback and motion-sensitive interactions.

Guidebook | Science Communication

- Developed a UI/UX-driven instructional guidebook to enhance STEM students' communication skills.

- Conducted a participatory design process with 221 stakeholders worldwide to improve usability.

Prep & Plate | Recipe Assistant

- Designed and developed an interactive website that suggests personalized recipes based on the user's ingredient list, dietary restrictions, and meal preferences.

Lab-On-A-Book | Low-Cost Hands-on Science

- Created an inquiry-driven chemistry kit for middle schoolers in under-resourced environments, featuring cost-effective, paper-based experiments to enable hands-on learning without a laboratory.

Research & Teaching

Graduate Teaching Assistant | University of São Paulo

- Designed instructional materials and conducted workshops on Science Communication and UX methodologies.
- Led participatory design sessions for interactive learning environments.

Research Internship in Science Communication | Cornell University

- Investigated digital engagement strategies to enhance public outreach in science education.
- Explored UX methodologies to improve accessibility in science communication platforms.

Media Production and Branding

Science Podcaster | "Quarantine" Series & "Chemistry Minute"

- Designed engaging, research-backed multimedia content on STEM topics, ensuring accessibility and inclusivity.

Science Reporter | "ComCiência" Magazine

- Covered scientific developments, interviewed experts, and translated complex research into accessible stories.

Event Planning & Talent Development

Founder & President | ACS International Student Chapter

- Established and led the first ACS International Student Chapter, organizing mentorship programs, workshops, and career development events for STEM students worldwide.
- Developed recruitment and social media strategies (@acschapterusp), increasing engagement and securing funding for international collaborations.

Event Coordinator | IUPAC Global Conversations on Sustainability

- Managed logistics and digital outreach for global virtual events with participants from 40+ countries, fostering interdisciplinary discussions on sustainability.
- Designed branding and social media campaigns to enhance global visibility and attract diverse talent to sustainability initiatives.

TECHNICAL SKILLS

- **Design & Prototyping:** Figma, Adobe Creative Suite, Wireframing, UX/UI Research
  Front-end Development: HTML, CSS, JavaScript, Python, C++, React.js
  Research & Analytics: Google Analytics, Qualtrics, Mixed-Methods Research, Web Scraping

Makerspaces & Interactive Media: 3D Printing, Laser Cutting, Soft Circuits, Scratch, Arduino, GogoBoard
Project Management: Agile, Slack, Jira, Notion, Miro, Program Development, Talent Acquisition
- **Social Media & Branding:** Content Creation (TikTok, Instagram, LinkedIn), SEO, Engagement Metrics
- **Recruitment & Learning Analytics:** Google Suite, Qualtrics, ATS (Applicant Tracking System)

SELECTED HONORS & AWARDS

- Outstanding Teaching Assistant, University of São Paulo, 2021
- Science Communication Hackathon Winner, University of São Paulo, 2019
- Look and Learn Video Challenge, 2nd Place, American Chemical Society, 2018
- Younger Chemists Committee Leadership Award, American Chemical Society, 2017

SELECTED PUBLICATIONS & ORAL PRESENTATIONS

- [Book] Sotério, C; Lewenstein, B. V. How Can We Communicate Science? Student's Guide. 2024.
- [Journal Article] Sotério, C.; Queiroz, S. L. Chemistry Students as Science Journalists: Creating a Virtual Magazine on COVID-19. Journal of Chemical Education, 100(1), 2023.
- [Talk] Sotério, C.; Guimarães, Sonia. Research & Innovation. BRASA Summit Americas. New York, 2024.

LANGUAGES: Portuguese (Native), English (Fluent), Spanish (Fluent).