

# Vanessa Dihl Zaffari

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I am an Architect, Interior Designer, Experience and Service Designer. I Innovate in each project, studying customers journey, identifying touch points and opportunities to add wow effects. I believe that the full experience is composed of the harmony between three variables: the space, the service and people involved in the process. I have 10 years of experience in Architecture, Interior Design, Exhibition Design, Comercial Architecture, POS design, Healthcare Design, Customer and Patient experience. My interests are Human Centered Design, EBD (Evidence Based Design), Positive and Cognitive Psychology, Empathy and Neuroscience studies.

## Skills

Design experience in a broad design practice, and creative process

Strong analytic and problem-solving skills

Great communication and interaction skills

Entrepreneurial and curious spirit

Working knowledge of interior design materials, finishes, furniture, specifications and pricing

Advanced Computer knowledge - Design programs (Sketchup, Autocad, Vray, Illustrator, InDesign, Photoshop)

## Experience

### **EXPERIENCE DESIGNER - ARCHITECT AT SMILE COMPANY – 2011 - PRESENT**

- Interior Designer Directos - Checks and coordinates technical aspects of the design of a project including drawings and specifications. Meets with client. Supervises assigned production staff

### **SELF EMPLOYED ARCHITECT AND DESIGNER AT VANESSAZAFFARI.COM – 2010 - 2011**

- Development of comercial architecture, visual merchandising concepts, POS design.

### **ARCHITECT AT REDESENHO DE IMAGEM – 2007 - 2010**

- Conception, development, detailing and execution of comercial, ephemeral and promotional architecture projects.  
[www.redesenhodeimagem.com.br](http://www.redesenhodeimagem.com.br)

### **TEACHER AT QUATRUM - 2003 - 2006**

- Conception of classes, work material and class activities with teachers group.

### **WALT DISNEY WORLD CAST MEMBER - 2001**

- Learn and put on practice Disney values for costumers

## Education

### **Architect and Urbanist**

PUCRS – Bachelor degree, 2007

### **Graphic, Information and Product Designer Specialist**

UNIRITTER- post graduation, 2009

### **Healthcare Facilities Planning and Design Specialist**

Cornell University, 2012

## other courses

Private Pilot - ARGS

Traditions, Disney Institute

StartupWeekend Women, Poa - Brasil 2015

StartupWeekend Education, Sao Paulo - Brasil 2015

Patient Experience - Empathy Summit - Cleveland Clinic 2016

## Academic Projects

### **Human-centered design incubator headquarters, 2007**

- Architectural project of a mentoring incubator for newly architects and startups with focus on humanized projects

### **Emotional Design and Hyperconsumism phenomenon, 2009**

- Theory on the relation of consumerism and emotions, and how emotional design works

## Corporate Projects

### **Francisco Pinto architecture office, 2000**

- interior designer intern, project specifications

### **Walt Disney World, 2001**

- Cast member

### **Hoppe and Bonini architecture office, 2002**

- 3D rendering specialist

### **Redesenho de Imagem, 2006**

- Responsible for Product, Comercial and Exhibition Design for:

[www.coza.com.br](http://www.coza.com.br)

[www.grendene.com.br](http://www.grendene.com.br)

[www.souzacruz.com.br](http://www.souzacruz.com.br)

[www.lge.com.br](http://www.lge.com.br)

### **Bendito Design, 2009**

- POS design for:

[www.grendene.com.br](http://www.grendene.com.br)

### **LM Grupo Design, 2009**

- 3D render specialist for:

[www.tramontina.com.br](http://www.tramontina.com.br)

### **Globalcomm Ad Agency, 2009**

- POS, displays and Exhibition Design for:

Ramarim, Cravo e Canela, West Coast and Converse

### **Iguatemi Serra Fashion, 2010**

- Catwalk project

### **Globalcomm Ad Agency, 2011**

- POS, displays and Exhibition

### **SMILE COMPANY**

### **New Entrance, Mãe de Deus Hospital, 2011**

- Entrance, way-finding, waiting rooms

### **Radiotherapy COR, 2011**

- remodelling an old Radiotherapy room

### **Doctors relaxation room at Hospital Mãe de Deus, 2012**

- remodelling and proposing new technologies

### **Hospitalar, 2013**

- Hospital Exhibition Stand for Hospitalar Trade Fair

### **PICU concept at HMD, 2012**

- ambient humanization

### **Staff room at HMD, 2013**

- remodelling an old space to be a new staff room

### **Nuclear Medicine exam rooms, 2013**

- Concept

### **New emergency at HMD, 2013**

- emergency new concept and humanization

### **Oratory and waiting rooms at HMD Center, 2014**

- creation of a spiritual corner and remodelling old waiting rooms

### **Plastic Congress, 2014**

- Exhibition of the evolution of plastic in medicine

### **Hospitalar, 2014**

- Hospital Exhibition Stand for Hospitalar Trade Fair

### **New Dental Clinic, 2014**

- Conception, project, humanization

### **World Cup kits for doctors, 2014**

- Conception, production

### **Luxury patient room concept, 2014**

- Remodelling an old patient room to place a new luxury concept patient room

### **Radiotherapy HSL PUCRS, 2015**

- remodelling an old Radiotherapy room

### **Hospitalar, 2015**

- Hospital Exhibition Stand for Hospitalar Trade Fair

### **Fleury Group Labs, 2015**

- New Headquarters project

### **Albert Einstein, 2015**

- Patient Room of the Future Research

### **Hospital Moinhos de Vento, 2016**

- New Oncology Center

### **Gov BR Software Company, 2017**

- New Headquarters

## Additional information

European Citizenship

USA work authorization