

Lara Goulart

Lara Cardoso Goulart

Visiting Lecturer at RIT
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I dedicate myself to explore new learning tools and methodologies, and I intend to delve into transforming education through design.

Education

Rochester Institute of Technology – USA (2014 – 2016)
Master of Fine Arts in Industrial Design – GPA 3.92/4.00
University of Brasilia – Brazil (2008 – 2013)
Bachelor's Degree in Graphic and Product Design – GPA 3.90/4.00

Experience

Visiting Lecturer at Rochester Institute of Technology (2019 – current)
To teach undergraduate level courses at the Industrial Design department – School of Design

Design Thinking Instructor – Brazil (2019)
To design and deliver twice-a-week classroom activities for children between 3 – 6 years old to teach about empathy, exploration, prototyping and test/feedback. To put those activities in practice and produce visual material to support parents' knowledge about the innovative course.

Designer and Founder of Eba Brincadeiras Criativas – Brazil (2017 – 2019)
To design creative children-oriented monthly activities, to manage people, suppliers and social media, to contact potential clients, to do product tests and to promote educational events for families.

Startupbootcamp FoodTech in Rome (2017 – 2018)
4 months Startup Accelerator program, with focus on the business development, with mentorship, workshops and talks. Our startup UNA Smart was selected among 750 applications to be part of the program.

Chief Design Officer (CDO) at UNA Smart – USA (2017 – 2019)
To design a smart and portable coffee maker from the conception, including business plan, user experience study, ideation, sketches, 3D simulations, market research, visual and oral presentations, visual identity, prototype.

Graduate Assistant at Rochester Institute of Technology – USA (2015 – 2016)
To orient and help industrial design undergrad and grad students to use laser cutter and 3D printer, in order to help them execute their projects.

Product Designer at Rochester Institute of Technology – USA (2015)
To research, ideate, design, prototype and apply projects, including child-oriented projects for the Margaret's House, Mary Cariola Children's Center and for the Classroom of the Future (academic).

Freelance Designer – Brazil (2013-2014)
To do branding, visual identity, logo design, and publications.

Officer at the Ministry of Education – Brazil (2010-2013)
Management Officer and Substitute Section Boss of the General
Coordination of Personnel Management

Junior Designer (Graphic and Product) at Lamparina Design – startup enterprise
managed by design students from the University of Brasilia – Brazil (2008 – 2010)

Technical Skills

Advanced knowledge in softwares:
Adobe Illustrator, Photoshop, Indesign, iMovie
SolidWorks, Autodesk Fusion 360, Google SketchUp
Microsoft Office, Google Drive
Prototyping skills: sketching, handmade modeling, 3D printing, CNC, laser-cutting.
Lean Startup and project management using Trello, Miro, Slack.

Courses

MBTI Learning Styles for the 16 Personality Types – Tracy Atkinson 2020
Foundations of Learning Experience Design – NovoLab 2020
CriCriCri – Creating Creative Children – KeepLearningSchool 2018
EMPRETEC Inspiring Entrepreneurship 2016 – Sebrae Brazil.

Conference & Awards

Speaker at the Teaching and Learning Symposium at the 30th Educational Technology
Day at Ithaca College on March 19, 2020 (canceled due to COVID-19).
Stanford Rebuild 2020 – Honorable Mention List – Project: HappyOur.
Internet+ Golden Medal at Xiamen, China – UNA Smart 2018.
Get in the Ring Brazil – 1st place Pitch Competition, UNA Smart 2018.
Top 100 Open Startups Brasil 2018 – UNA Smart.
Tiger Tank RIT 2016, USA, 2nd place – project: Band Toy.
Tiger Tank RIT 2015, USA, 2nd place – project: Thermapparel.
RIT Business Model Competition 2016, USA, 4th place – Eba Playful Experiences.

Languages

Portuguese – native
Intermediate Spanish
Advanced English C1 | LSI Language Studies International – Brighton UK (2013)
IELTS – International English Language Testing System – Score 8 (2020)

Hobbies

Interests: Educational trends and innovative methods, Creativity, Play and its benefits,
Technology and its impact on physical and remote relationships, Positive Discipline.
Sports: indoor soccer and synchronized swimming.