



Beatrys Rodrigues

Researcher | Educator | Strategist

PROFILE

Brazilian from São Paulo.

My work explores the intersection between emerging technologies and culture, with special attention to gender and sexuality.

I am continuously seeking new ways to understand the world we live in and to inspire change through insightful playfulness.

CONTACT

bfr35@cornell.edu

URL: beatrys.info

Languages

Native Portuguese
Fluent English
Intermediary French
Basic Japanese

Skills

Qualitative research methods:
Surveys, interviews, ethnography,
focus groups, speculative design
(online and offline)

Forecasting

DSRL Photography

Voluntary Work

LDS Helping Hands
Speculative Futures

WORK EXPERIENCE

Digital Strategist, Innovation and Technology Consultant, Researcher

February 2015 - Current

Freelance work for major Brazilian consulting companies such as Box1824, SantoCaos, Scoop&Co, Jussi, and Talk Inc. Conducted projects for clients such as **Facebook, McDonald's, Samsung, Pepsico, Colgate, and Itaú.**

Latest works explored detailed research and analysis of the intersection between people and technology. Experience in conducting creativity, design thinking, and new business models workshops and talks.

Responsible for trends research and drew brand and digital strategy for **Hysteria**, a platform promoting female-led narratives and content, set up by Conspiração Filmes, a major film production company. More than 300 thousand people were impacted.

Cultural Hacker at Springpoint

January 2016 - Current

Springpoint is an open innovation and education hub part the of Interpublic Group.

I am one of the main content and hub curators. Responsible for conducting qualitative and quantitative research and developing digital, branding, and innovation strategies

Designed and conducted Santander Brazil's **Digital Culture oriented by Data Course** and Digital Culture for Compliance, awarded a grade of 9.7 of 10. Taught more than 200 mid-level to VP-level employees. Drew brand and digital strategy for startups such as Atacado.com and AMAZONIA.

Researcher at Envisioning

February 2016 - Current

Researcher for Zero Hunger, a data visualization speculating the future of food security for the **UN Food Programme.**

Responsible for researching, mapping and writing about 300+ technologies for TDB, the world's 1st collaborative platform for technology intelligence.

Researcher for DEFTECH 2018 SCIFI->SCIFACT, a continuous effort part of the Technology Foresight research program at **Armasuisse Science & Technology.**

LATAM Content and Brand Coordinator at Airbnb

November 2012 - February 2014

Designed and implemented Airbnb's social media strategy for Brazil and Latin America, which led to an increase in engagement and in the number of new users.

EDUCATION

Cornell University

2020 - Present

Ph.D. student in Communications, College of Arts & Sciences.

Recipient of 2020 Dean's Scholar Diversity Scholarship.

University of São Paulo (Brazil)

Class of 2019

Graduate Studies in Material & Consumer Culture: Semiopsychanalytic Perspectives. of GPA 9.35

Class of 2015

Graduated with a Bachelor's degree in Social Communications with an emphasis in Advertising.

Ranked 8th place in the admission test, amongst over 2200 other applicants. GPA of 8.9.

Institute of Technology and Society of Rio (ITS) - São Paulo

August 2018

2nd International School of Law and Technology in partnership with Université de Montréal.

Concórdia University (Montréal - Canada)

August 2014 - December 2014

Exchange program fully funded by the ELAP Scholarship from the Office of Foreign Affairs, Trade and Development of Canada.

Zuyd Hogeschool (Maastricht - Netherlands)

February 2014 - August 2014

Student exchange fully funded by the Academic Merit Scholarship from the University of São Paulo, which aims to provide international experience to outstanding students.

Organizations

ZERO42

Co-founded zero42, a Brazilian think-tank that aims to create democratic structures for the development of technology. Currently focusing on mapping the social problems around A.I.

We conducted a series of workshops in partnership with São Paulo's City Hall on open government, the blockchain, A.I, cybersecurity, and the internet of things for a range of poor communities, impacting more than 300 people.

IRIS

Assisted Prof. Dr. Luli Radfaher with the development of IRIS, a group that hopes to inspire creative development amongst the students of the School of Communications and Arts.

Talks / Conferences

TEDx Blumenau (May/2019) "Diversity Wanted: Creating New Future Possibilities"

HyperVR Festival São Paulo (Nov/2018) "The Future of Immersive Tech"

Fundação Getúlio Vargas Santo André (Oct/2018) "Future Jobs"

HACKTOWN 2018 (Sept / 2018) "Technology Beyond Binarism"

Campus Party 2018 (Feb/2018) "Women in Tech"

Roadsec (Oct/2017) "Is the Future of Tech Female?"

XV Symposium "Know More About Food" ESALQ USP (Oct/2017) "Future Food"

Envisioning Meetup (Aug/2016) "Technology and Gender"

Teaching and Research

Futurology and Design Fiction at *Escola Superior de Marketing e Publicidade*

February 2020 - June 2020

Lecturer for a graduate-level course

Unmaking Gender Conference at *University of São Paulo*

August 2018

Presented the paper "The hegemony of female A. I assistants"

Open Government Initiative of São Paulo's City Hall

August 2017 - September 2017

Recipient of a bursary for giving workshops around the theme of Open Government for poorer communities in the city of São Paulo. More than 300 people attended.

CRP 0420 - Digital Communications

October 2018

Prepared and conducted two classes in the course, totaling 8 hours.

August 2015 - December 2015

Teaching Assistant to Professor Luli Radfaher at the School of Communications and Arts of the University of São Paulo.

Blockchain and Digital Culture Training

August 2017

Invited by Blockchain Academy as a guest lecturer for the 8 hours opening class for 25 legislators of the Brazilian Central Bank.