



PERSONAL INFORMATION

Name **PERES, Marlene de Oliveira**
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Nationality **Portuguese**
Date of birth **29 May 1975**
Citizen ID Card | VAT **11811476 0 ZV4 | 203210794**
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CURRICULUM SUMMARY

RELEVANT ACADEMIC BACKGROUND:

| | |
|-------------|--|
| 1997 | Degree in New Communication Technologies - University of Aveiro |
| 2002 | Master in Multimedia Technologies - Faculty of Engineering, University of Porto |
| 2011 | In-Service Teacher Training Course 3 – Group 550 Informatics – Universidade Aberta, Lisbon |
| 2013 | Certificate of Advanced Studies – Doctoral Program in Multimedia in Education, University of Aveiro |
| 2022 - 2023 | Postgraduate Degree in Health Systems Management – Santa Maria School of Health, Porto |
| 2023 - 2025 | PhD student in Multimedia in Education at the University of Aveiro, developing the thesis: "The Potential of ICT in the Development of Communication Skills and in the Training of Professionals in the Health Sector". |

Scientific Article (published in 2024)::

Peres, M., Simões de Almeida, R., & Moreira, A. (2024). **Nurse-patient communication using ICT: a scoping review**. Millenium - Journal of Education, Technologies, and Health, 2(25), e37137.
<https://doi.org/10.29352/mill0225.37137> | <https://revistas.rcaap.pt/millenium/article/view/37137>

PROFESSIONAL EXPERIENCE SUMMARY:

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|--|
| Senior Communication Technician at the Public Relations Office of ULS Entre Douro e Vouga. |
| Expert in Visual and Digital Communication, Multimedia, Digital Marketing, and Graphic Design. |
| Certified Secondary School Teacher (Group 550 – Informatics) with experience in public basic, secondary, and vocational education. |
| University professor in Multimedia, ICT, and Design. |
| Trainer and E-trainer with extensive experience in educational and professional development contexts. |

SKILLS:

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| Multitasking and versatile, with strong adaptability to change. |
| Strong communication skills with diverse audiences and age groups. |
| Outstanding writing and information/documentation organization skills (in both Portuguese and English). |
| Artistic creation and design – creativity and innovation. |
| Lifelong learner – committed to continuous personal and professional development. |
| Passionate about multimedia and all processes involving diverse technologies. |
| Relentless pursuit of effective visual, digital, and analog communication solutions. |

PERSONAL ATTRIBUTES: Hardworking, responsible, perfectionist, available and approachable, dedicated, attentive, empathetic.

>> [CV EVIDENCES](#) <<

"Impossible is just an opinion." Paulo Coelho

ACADEMIC EDUCATION

- Dates
- Education or training provider
- Key Subjects and Skills
- Dates
- Education or training provider
- Key Subjects and Skills
- Designação da qualificação atribuída
- Grade achieved (if applicable)
- Dates
- Education or training provider
- Key Subjects and Skills
- Designação da qualificação atribuída
- Grade achieved (if applicable)
- Dates
- Education or training provider
- Key Subjects and Skills
- Designação da qualificação atribuída
- Grade achieved (if applicable)
- Dates
- Education or training provider
- Key Subjects and Skills
- Designação da qualificação atribuída
- Grade achieved (if applicable)
- Dates
- Education or training provider
- Key Subjects and Skills
- Designação da qualificação atribuída
- Grade achieved (if applicable)
- Dates
- Education or training provider
- Key Subjects and Skills
- Designação da qualificação atribuída
- Grade achieved (if applicable)

ADDITIONAL PROFESSIONAL TRAINING

>> [Evidences](#) <<

September 2023 – Present

UNIVERSITY OF AVEIRO
DOCTORAL PROGRAM in Multimedia in Education

September 2022 – July 2023

SANTA MARIA HEALTH SCHOOL - PORTO
Postgraduate Degree in Health Services Management
POSTGRADUATE DEGREE

Very good (18/20)

September 2008 – July 2013

UNIVERSITY OF AVEIRO
DOCTORAL PROGRAM in Multimedia in Education
CERTIFICATE OF ADVANCED STUDIES

Average grade: 17/20 (1st year coursework) Seminar grade: 16/20 (2nd year)

October 1999 - May 2002

FACULTY OF ENGINEERING, UNIVERSITY OF PORTO
Master's Degree in Multimedia Technologies
MASTER'S DEGREE

Very good (18/20)

September 1993 - July 1997

UNIVERSITY OF AVEIRO
New Communication Technologies
BACHELOR'S DEGREE

14/20

January 2012 - March 2012

FACULTY OF PSYCHOLOGY AND EDUCATION SCIENCES – UNIVERSITY OF PORTO

Creative Learning Course: Experiencing methods, techniques, and dynamics that engage and activate multiple dimensions of being, relating, and learning in various socio-educational contexts.

19/20

September 2010 - July 2011

UNIVERSIDADE ABERTA (OPEN UNIVERSITY) – LISBON

IN-SERVICE TEACHER TRAINING COURSE 3 (CPS3) – CERTIFIED TEACHER: GROUP 550 – INFORMATICS - Accreditation published in the Official Gazette (Diário da República), 2nd Series, No. 74 of April 16, 2009, and No. 45 of March 5, 2010

15/20

Over the years, I have completed various training courses to deepen my knowledge in the areas of **ICT, digital platforms, health, management, and GDPR**.

>> [Supporting documents for all completed training available: HERE](#) <<

2024_CCPE_formador_a_distancia_60horas
2024_2005_CCP
2024_12_Webinar_INA_1hora
2024_05_ULSRA_Seguranca_Saude_2horas
2024_05_ERS_5horas
2024_02_Redacao_14horas
2024_02_Ciberseguranca_14horas
2024_01_Ciberseguranca_5horas
2024_01_Aula_Aberta_AI_2horas
2023_12_Excel_Avancado_INA_28horas
2023_11_Webinar_Pegada_Carbono_Saude_2.5horas
2023_11_IgualdadeGenero_3horas
2023_11_HFZ_gestao_residuos_solidos_1hora
2023_11_HFZ_EPI_1.5horas
2023_11_Excel04NAU_6horas
2023_11_Ciberseguranca_5horas
2023_10_Webinar_desafios_renovados_sustentabilidade_1hora
2023_10_Excel03NAU_6horas
2023_10_Excel02NAU_6horas
2023_10_Excel01NAU_6horas
2023_09_IgualdadeGeneroONU_INA_6horas
2023_08_seguranca_informacaoNAU_2horas
2023_08_RGPD_RedesSociais_segurancaNAU_2horas
2023_08_RGPD_Cidadãos_AtentosNAU_3horas

2023_08_Correio_eletronicoNAU_2horas
 2023_08_cidadao_ciberinformadoNAU_4horas
 2023_07_HFZ_Webinar_INA_1hora
 2023_06_HFZ_Regime_Geral_Prevencao_corrupcao_1.5hora
 2023_06_HFZ_Meios_combate_incendios_2horas
 2023_01_Webinar_Cidadania_Participacao_1hora
 2022_12_HFZ_SIADAP_2horas
 2022_11_WebinarOP_FP_1hora
 2022_11_Webinar_inclusao_1hora
 2022_10_HFZ_Seguranca_trabalho_1.5hora
 2022_06_HFZ_Utilizacao_sistemas_informacao_saude_14horas
 2022_05_HFZ_Comunicacao_interpessoal_assertividade_25horas
 2022_05_Certificado_Igualdade_Genero_58horas
 2022_04_HFZ_Meios_combate_incendios_2horas
 2022_04_HFZ_humanizacao_saude_3horas
 2022_03_HFZ_O_RGPD_Direito_Informacao_comunicar_Cidadao_7horas
 2021_10_HFZ_SBV_7horas
 2021_10_HFZ_ResiduosHospitalares_1hora
 2021_07_HFZ_Webinar_Simplificacao_1.5horas
 2021_07_HFZ_Webinar_Inovacao_SetorPublico_1.5horas
 2021_07_HFZ_Papel_Indicadores_melhoria_saude_14horas
 2021_07_HFZ_Gestao_do_risco_saude_14horas
 2021_06_HFZ_SIADAP_3horas
 2020_11_HFZ_Formacao_metodologiasLEAN_14horas
 2020_11_HFZ_Formacao_Ferramentas_Qualidade_14horas
 2020_02_HFZ_CMD_SPMS_3horas
 2019_HFZ_CERTIFICADO_cidadaociberseguro_15horas
 2019_06_HFZ_Formacao_SIADAP_2horas
 2019_06_HFZ_Certificado_participacao_RGPD_Online_4horas
 2019_05_HFZ_tabaco_2horas
 2019_05_HFZ_Formacao_SIADAP_2horas
 2019_04_HFZ_Interacao_utente_2horas
 2019_04_HFZ_comunicacao_com_utente_2horas
 2018_HFZ_Situacoes_emergencia_1.5horas
 2018_HFZ_RGPD_INA_7horas
 2018_11_HFZ_Eficiencia_energetica_1hora
 2018_09_HFZ_Organizacao_emergencia_1.5horas
 2012_Workshop_Elearning_UPorto_5horas
 2012_CCTIC_3.5horas
 2012_aprendizagem_criativa_27horas
 2011_superar_barreiras
 2010_UM_conteudos_digitais
 2010_Tic_educa
 2010_Tecminho
 2010_formadora_acreditada
 2010_Elearning_FEUP
 2010_design_survival_12horas
 2009_Challenges_15horas
 2006_Galileu_192.5horas
 2005_CAP/CCP

PROFESSIONAL EXPERIENCE

>> [Evidences](#) <<

SENIOR TECHNICIAN – Ministry of Health

Since November 2015

Hospital Dr. Francisco Zagalo - Ovar (until 12/2023), Local Health Unit of the Aveiro Region (ULS EDV). (01-09/2024), and Local Health Unit of Entre Douro e Vouga (ULS RA) (since 10/2024)

Public Health Institution – Ministry of Health

SENIOR TECHNICIAN in the areas of Quality, Communication, and Image

EXPERT IN MULTIMEDIA, DIGITAL MARKETING, AND VISUAL & DIGITAL COMMUNICATION

Responsible for the institution's entire digital communication strategy, including the production, implementation, and maintenance of websites, portals, apps, and web services. Oversaw graphic/visual design and both digital and print communication across various formats. **Social Media Management**: Planning, content creation, and monitoring of institutional social media channels. **Content Creation**: Design, multimedia, and audiovisual content development; digital (online) and print (offline) communication materials. **Proficiency in communication platforms**: Experienced in web and digital marketing tools, platforms, and online services. **Creative and technical development**: Graphic and textual content creation for web and digital marketing (e.g., website banners, multimedia kiosks, hospital TV circuits, interactive infographics, digital forms, newsletters, email campaigns, social media posts), as well as print materials (e.g., business cards, posters, roll-ups, flyers). **Signage and accessibility**: Led the creation of visual signage, including the application of ColorADD accessibility standards throughout the Outpatient Department and other hospital areas. **Internal training**: Conducted internal training sessions to promote efficient use of digital platforms, applications, and emerging technologies. **Additional duties**: Provided direct support to the Board of Directors, administrative tasks, and comprehensive assistance to all institutional departments.

MULTIMÉDIA, MARKETING DIGITAL, DESIGN E COMUNICAÇÃO VISUAL E DIGITAL

Since February 2003

FREELANCER (outside regular working hours)

Independent Professional – collaborating with various private entities

DIGITAL MARKETER, CREATIVE & WEB DESIGNER

Creative and Web Design: E-book layout and pagination; print design for brochures, posters, and billboards; creation and development of corporate visual identities; multimedia presentations; and diverse digital communication solutions across social media, various technological platforms, and digital channels..

September 2016 - February 2020

CIFIAL (www.cifial.pt)

Industrial company

Image and Communication Department

Responsible for visual, digital, and creative communication, including the design and printing of promotional materials (brochures and product catalogues), as well as the creation and maintenance of company websites and social media channels.

January 2002 – August 2016

AMBIDATA – DIGITAL INOVATION SOLUTIONS & CONSULTING, LDA (www.ambidata.pt)

Technology company: Innovative global digital solutions and consultancy services for clinical analysis laboratories.

Digital Communication Professional

Developed diverse solutions in creative and web/digital design, supporting the Marketing Department in event organization and digital communication efforts.

September 2014 - September 2015

INOVAR +AZ – SISTEMAS DE INFORMAÇÃO LDA. (www.inovar-mais.pt)

Educational software development company

Marketing and Communications Coordinator

Developed the company's digital and creative communication, from the design and printing of promotional materials to the creation and maintenance of websites and social media pages.

July 2013 - November 2013

WE CREATE YOU

Service Engineering and Management

Digital Communication Professional

Management of Distance Learning (e-learning and blended learning –Moodle and Joomla), Creative/Web Design

March 2006 - August 2008

CREATIVEMOON UNIPessoal LDA.

Company specialized in digital design and communication solutions

Manager, Web and Creative Designer

Developed multimedia solutions, ranging from websites to CD-ROMs and various other digital products. Responsible for print design across different formats, including catalogues, merchandising materials, corporate branding, and posters. Also involved in the organization of events, seminars, and exhibitions, providing full support and creating all necessary materials.

July 2003 – July 2005

MULTIMEDIA AND DISTANCE LEARNING CENTER AT THE UNIVERSITY OF AVEIRO

Public Higher Education Institution

Senior Technician – Level 2

Managed the e-learning system administration, including creating user profiles, setting up online courses, and providing support to both teachers and students in uploading and managing online content.

Participated in the multimedia product development team, working on websites, multimedia applications, and user interfaces for DVDs.

November 2000 - February 2003

WEDO CONSULTING – SONAE.COM (<http://www.wedoconsulting.com>)

Information Technology Services and Consulting Firm

Project Management, Human Resources Management, Creative and Web Design

Consulting: Defined and prepared technical specifications in collaboration with clients for portals and websites. Interactive Designer: Developed graphic interfaces for various platforms – Internet, Intranet, applications, multimedia presentations and PowerPoint, CD-ROMs, kiosks, illustrations, and corporate branding (logos and all supporting print materials). Web Designer: HTML editing and coding, along with animation development using Macromedia Flash. Project Manager and Coordinator in Internet-related areas, responsible for content analysis, definition, and the study and design of website architectures and information structures. Web Researcher: Conducted online research to support digital projects. Quality Control: Ensured accuracy, usability, and consistency of digital deliverables.

May 1999 - June 2000

IDIT – INSTITUTE FOR TECHNOLOGICAL DEVELOPMENT AND INNOVATION (<http://www.idit.up.pt/>)

Non-profit private association recognized as serving the public interest

External Communications Consultant

Development of various visual and digital communication solutions

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|---|---|
| <div> <div>Dates</div> <div> <div>Name and address of employer</div> <div> <div>Type of business or sector</div> <div> <div>Job title or position held</div> <div> <div>Main activities and responsibilities</div> <div>Dates</div> </div> </div> </div> </div> <div> <div>Name and address of employer</div> <div> <div>Type of business or sector</div> <div> <div>Job title or position held</div> <div> <div>Main activities and responsibilities</div> <div>Dates</div> </div> </div> </div> </div> </div> | <div> <div>May 1998 - November 2000</div> <div>SIDRA MULTIMÉDIA (http://www.sidra.pt)</div> <div>Company specialized in developing multimedia solutions</div> <div>Creative Designer</div> <div>Graphic design for websites (e.g., FCP and Loja Azul Online, Salvador Caetano, Port of Leixões), CD-ROMs (e.g., Portuguese Football Clubs, Rio Leça), and multimedia kiosks (e.g., CIMCIASC, ATAHCA).</div> </div> |
| | <div> <div>August 1997 - February 1998</div> <div>AUTOR, TECNOLOGIAS MULTIMÉDIA Lda. (http://www.autor.pt)</div> <div>Company specialized in the development of multimedia solutions</div> <div>Professional Training Internship</div> <div>Collaborated in the development of award-winning multimedia projects, including: “Era uma vez... O Menino Jesus” – recipient of the Multimedia Award in 1998. “Portugal-Frankfurt97” – a cultural and promotional digital project. Texas Instruments – development of interactive multimedia applications. CGTP – Marketing Training Application – creation of an educational multimedia tool.</div> </div> |
| | <div> <div>TRAINER / E-TRAINER >> Evidences <<</div> <div> <div>Since 2018 – Various training sessions conducted over the years</div> <div>IEFP, CONCLUSÃO (http://www.conclusao.pt), EV (https://esplendorvisual.com/) AIDA (https://www.aida.pt/)</div> <div>Public and Private Sector Companies</div> <div>Certified Trainer</div> <div>Digital Proficiency Training – Completed under the Emprego + Digital program by IEFP, aimed at enhancing digital skills for professionals in various sectors (IEFP). Initial Pedagogical Training for Trainers (FPIF) – Comprehensive 90-hour course authorized by IEFP. Additional Courses and Training: Digital Marketing; Information and Communication Technologies (ICT); Customer Relationship Management (CRM), and Digital Design</div> </div> </div> |
| | <div> <div>January - July 2018 (part-time)</div> <div>UNION OF PARISHES OF OVAR</div> <div>Public Institution</div> <div>ICT Trainer</div> <div>Introduction to Computing and Use of Various Digital Resources and Services – Target Audience: Individuals with Low Educational Attainment, Elderly People, and Unemployed Individuals</div> </div> |
| | <div> <div>November 2012 - July 2013</div> <div>ACADEMIA APPAM (http://www.academiaappam.com)</div> <div>DGERT- Certified Training Provider</div> <div>Certified Trainer</div> <div>Adult Training in Blended Learning (b-learning) Format. Conducted training sessions for tutors and trainers in e-learning methodologies. Delivered courses on marketing and emerging technologies, including social media marketing and Google AdWords. Provided instruction on computer systems and equipment.</div> </div> |
| | <div> <div>29 June - 19 de July 2012 and 28 de June - 14 July 2011</div> <div>CENTRO DE FORMAÇÃO – AURÉLIO DA PAZ DOS REIS (Gaia Sul)</div> <div>Continuous Training Center</div> <div>Certified Trainer</div> <div>Continuous Professional Development for Teachers. 2012: Conducted two blended learning (b-learning) training courses, totaling 100 hours - “Learning to Learn Using Online and Offline Tools – for Teachers” Accredited Training Course. 2011: Delivered three training sessions, totaling 45 hours: “Digital Competencies (Level 1)” Accredited Training Course – CCPFC/ACC-58467/09.</div> </div> |
| | <div> <div>February 2006 até November 2006</div> <div>UNION OF INSURANCE PROFESSIONALS OF PORTUGAL</div> <div>Training Provider</div> <div>ICT Trainer</div> <div>ICT Trainer in the Training Course: Technical and Commercial Practices</div> </div> |
| | <div> <div>UNIVERSITY PROFESSOR >> Evidences <<</div> <div> <div>December 2001 - July 2013</div> <div>ESAP – OPORTO SCHOOL OF ARTS</div> <div>Private Higher Education Institution</div> <div>Multimédia Lecturer (in various undergraduate programs DCM; API; APC; Teatro)</div> <div>Responsibilities encompassed teaching modules related to multimedia production, interactive media, and digital technologies, contributing to the interdisciplinary approach of these programs. Design Internship Supervisor – Multimedia Projects with Adobe Creative Cloud</div> </div> </div> |
| | <div> <div>November 2010 - March 2012</div> <div>ISVOUGA – Santa Maria da Feira</div> <div>Higher Education Institution</div> <div>Lecturer in the Postgraduate Program in Information and Communication Technologies (ICT)</div> <div>Taught the following modules: Operating Systems I, Information Technologies I, Web Design Tools for Educators.</div> </div> |

TEACHER – BASIC, SECONDARY, ADULT EDUCATION, AND VOCATIONAL TRAINING

September 2006 - August 2016

MINISTRY OF EDUCATION

public and private institutions, across various educational levels

CERTIFIED ICT TEACHER – RECRUITMENT GROUP 550. Basic and Secondary Education. Adult Education and Training Courses (EFA). Education and Training Courses (CEF). Vocational Education and Training. Subjects taught encompassed: Information and Communication Technologies (ICT), Information Systems, Multimedia, Design, Communication, Audiovisuals. Additional roles and responsibilities included: Class Director; Deputy Coordinator of the ICT Department, ICT Coordinator, Internship and Project Supervisor.

Escola Profissional Centro Juvenil de Campanhã (Porto, Portugal) — Multimedia & IT Teacher, 1 January 2016 – 30 July 2016. Taught the Professional Course in Multimedia and Management Informatics to 10th- and 12th-grade students (vocational track).

Escola EB 2/3 com Secundária Padre António Morais da Fonseca (PAMF) (Murtosa, Portugal) — Multimedia Teacher, 4 October 2012 – 12 August 2013. Taught the Professional Multimedia Technician course to 10th- and 12th-grade students.

Escola Profissional de Cortegaça (Ovar, Portugal) — Multimedia Teacher, 15 September 2012 – 15 July 2013. Taught the Professional Multimedia Technician course to 10th- and 12th-grade students.

Agrupamento de Escolas de Canidelo – EB 2/3 D. Pedro I (TEIP) (Vila Nova de Gaia, Portugal) — ICT Teacher & Homeroom Teacher (Class Director), 1 September 2011 – 31 August 2012. Homeroom Teacher (Class Director) for a CEF (Education and Training course) class in Bakery and Pastry. Tutor for two 5th-grade students, providing additional academic support. Taught ICT to three 9th-grade classes. Provided support to the school's TEIP (Priority Intervention Educational Territories program) project team.

Agrupamento de Escolas da Madalena (Vila Nova de Gaia, Portugal) — ICT Teacher & Homeroom Teacher (Class Director), 1 October 2010 – 31 August 2011. Homeroom Teacher (Class Director) for a CEF (Education and Training course) class in Restaurant Service. Taught ICT to regular 9th-grade classes, CEF students, and EFA adult education classes.

Agrupamento de Escolas Dr. Leonardo Coimbra (Filho) (TEIP) (Porto, Portugal) — ICT Teacher, 8 September 2009 – 31 August 2010. Taught a CEF vocational course in Restaurant Service. Taught the interdisciplinary "Project Area" subject for 8th- and 9th-grade classes. Provided special education instruction under an Individual Specific Curriculum (CEI) for students with special needs. Taught ICT to 9th-grade classes.

Escola Secundária de Estarreja (Estarreja, Portugal) — ICT Teacher & Trainer, 1 September 2008 – 31 August 2009. Taught CEF courses, the "Project Area" subject, an Alternative Curriculum Path program, and regular ICT classes. Served as a Trainer at the Estarreja CNO (New Opportunities Center), providing adult education and certification support.

Escola Básica Integrada da Torreira (Torreira, Portugal) — ICT Teacher & Coordinator, 1 September 2007 – 31 August 2008. Provided ICT instruction to students in 5th through 9th grades, covering computer operation, Internet use, and digital information management (Windows OS and MS Office). Served as ICT Coordinator – developed the school's ICT Plan, supported the CRIE laptop project, and administered the school's Moodle-based website.

Agrupamento de Escolas de Pardilhó (Pardilhó, Portugal) — ICT Teacher, 1 September 2006 – 31 August 2007. Taught computer literacy to 8th- and 9th-grade students, including the use of Windows OS and Microsoft Office. Contributed to the school's ICT Plan and the CRIE laptop initiative. Provided technical IT support and training to colleagues and school staff.

PERSONAL SKILLS AND COMPETENCES

FIRST LANGUAGE

OTHER LANGUAGES

• Reading, Writing, Listening and Speaking Skills

• Reading, Writing, Listening and Speaking Skills

SOCIAL SKILLS

PORTUGUESE

ENGLISH (native speaker - born and lived in South Africa until the age of 15)

Excelent - C2

FRENCH & SPANISH

Elementry – A1

- Member of the governing bodies of AFPA – Associação Fraterna de Prevenção e Ajuda, serving as a Board Member (since 2016).
- As a young student, supported early childhood education activities as a nursery assistant.
- Occasionally provide private English tutoring and study support to students.
- Served as Youth Group Leader in Avanca and as a Representative of the Estarreja Archdiocesan Youth Team for over 10 years, until the age of 29.
- Worked as a monitor and assistant during the Torreira Summer Camp while attending university.
- Engaged in volunteer work, including distribution of clothing and food, home support, and regular financial contributions to various social organizations.
- Born and raised in South Africa until the age of 15; have also travelled to France, Spain, Italy, Brazil, and England. Highly adaptable and possess excellent interpersonal and communication skills.

ORGANIZATIONAL SKILLS

- Gained substantial experience and training in the multimedia sector in the following areas: Project Management and Microsoft Leadership; WeDo University Program, taught by professors from nationally and internationally renowned institutions; Project Management and Financial Analysis; Organizational Diagnosis; Human Resources Management and Leadership; Advanced Selling Skills; Professional Behavior and Attitude.
- As a self-employed entrepreneur, was fully responsible for business operations, including documentation, budgeting, project management, and client relations.
- Board Member and Founding Member of Cineclube de Avanca since 1997 (www.avanca.com) - Member of the organizing team and responsible for the website for several years. Active involvement in international workshops and events: AVANCA '13 (16–30 July) – Monitor at the International Work Camp in Avanca; AVANCA '08 (23–27 July) – Coordinator of Workshop 5: "Using Flash to Create Online Animation from Comics", guided by Dane Watkins (UK); AVANCA 2000 (26–30 July) – Coordinator of Workshop 7: "Building Creative Web Pages";
- Leadership roles in non-profit organizations: Cineclube de Avanca – cultural and artistic initiatives; AFPA – Associação Fraternal de Prevenção e Ajuda – Board Member since 2016 (AFPA); COD Aveiro – Diocesan Organizing Committee for World Youth Day Lisbon 2023 (JMJ 2023) – active until August 2023 (Lisboa2023).

>> [Evidences](#) <<

TECHNICAL SKILLS

- Experienced in working with multiple platforms (PC and Mac) and highly adaptable to new technologies, concepts, and digital environments required by the evolving pace of the tech industry.
- Proficient in the full Microsoft Office Suite and Adobe Creative Cloud (e.g., Photoshop, Illustrator, InDesign, Premiere, After Effects).
- Skilled in open-source tools, and experienced in design and development of multimedia solutions.
- Comfortable using various Web 2.0 / 3.0 / 4.0 platforms for the creation and publication of digital content.
- Active user of digital marketing tools, social media platforms, and a wide range of web-based applications for communication and content distribution.

ARTISTIC SKILLS

- Completed Level 5 in Music (Organ), demonstrating strong musical training and discipline.
- Naturally skilled in drawing and handcrafted artistic work, with a creative and detail-oriented approach.
- Passionate about reading and writing, with ease in written expression and a deep appreciation for language and storytelling.

OTHER SKILLS

Academic background combines strong theoretical and practical training in **communication and multimedia technologies**, as well as cross-disciplinary knowledge in **ergonomics, graphic design and composition, human sciences, and marketing**. Participated in various **research projects**, including those focused on **distance learning, usability, and accessibility** of digital products and user interfaces.

PUBLICATIONS, PRESENTATIONS, AND PROJECTS

Scientific Articles: Peres, M., Simões de Almeida, R., & Moreira, A. (2024). Nurse-patient communication using ICT: a scoping review. Millennium - Journal of Education, Technologies, and Health, 2(25), e37137. <https://doi.org/10.29352/mill0225.37137>

Conference Papers and Presentations: Correia, N., & Peres, M. (2002). Design of a Personalization Service for an Interactive TV Environment. Presented at the Workshop on Personalization on Future TV, Málaga, Spain, June 2002. Peres, M. (2009). Video as a Tool for Collaborative Distance Learning avoltadomundo.ning.com: Online Virtual Community. Both presented at CHALLENGES 2009, University of Minho, May 14–15. Peres, M. (2004). The Impact of WebCT Use by the University Community. Presentation at the E-Learning Conference, University of Aveiro.

Theses: PhD Thesis in progress: The Potential of ICT in the Development of Communication Skills and in the Training of Health Professionals. Master's Dissertation: Interface Analysis in Interactive Digital Television – Faculty of Engineering, University of Porto, January 2002. Read on Academia.edu

Research Posters and Seminars: Presented doctoral project and poster: [ID 224] The Influence of ICT on Preschool Learning – The Educator's Role at ticEDUCA 2010 – 1st International Meeting on ICT and Education, Institute of Education, University of Lisbon. View on Academia.edu

DRIVING LICENCE(S)

Nº AV-257802 9 de Categoria B de 08/05/1996