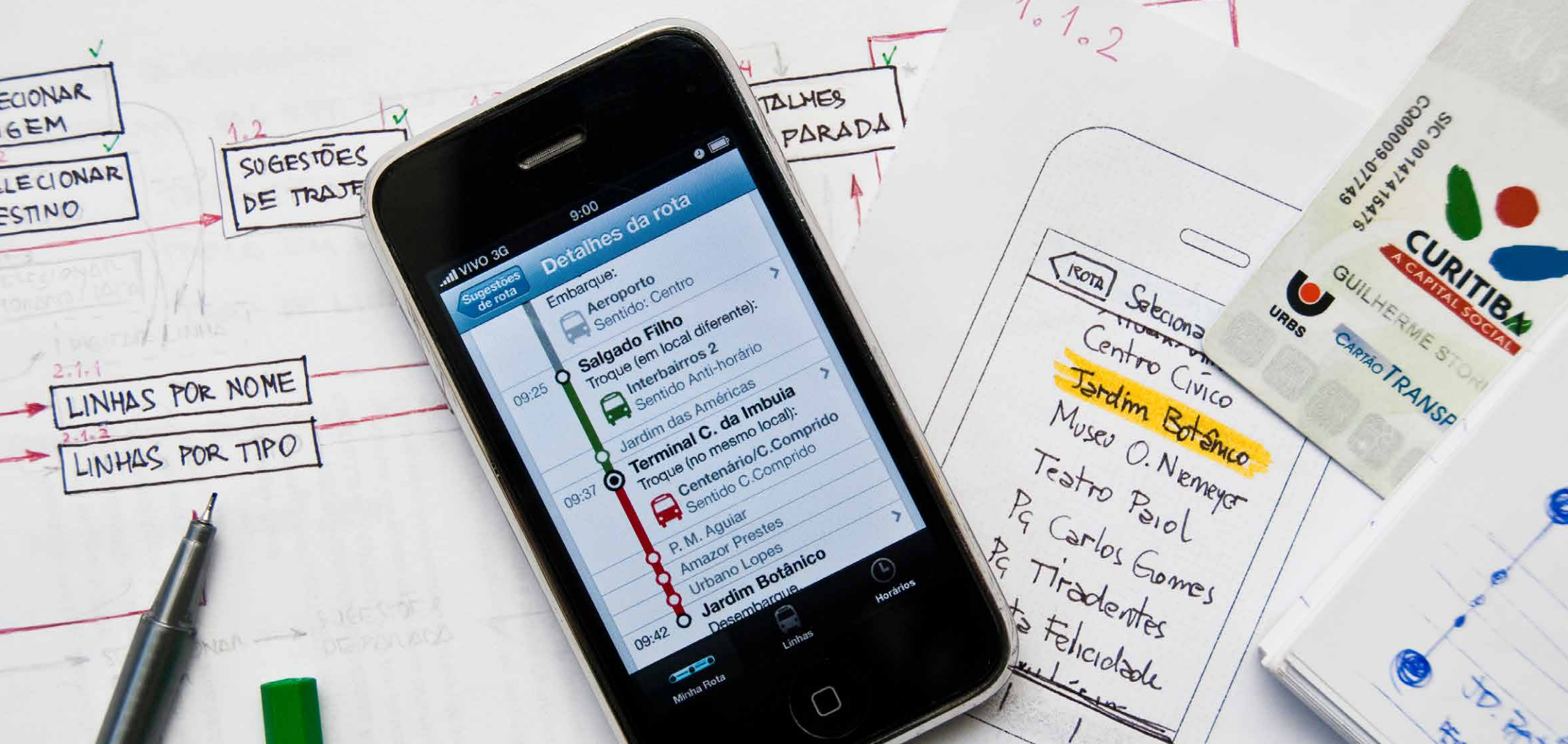


Gui Storck

DATA VISUALIZATION

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INTERFACE DESIGN: BUS INFORMATION SYSTEM

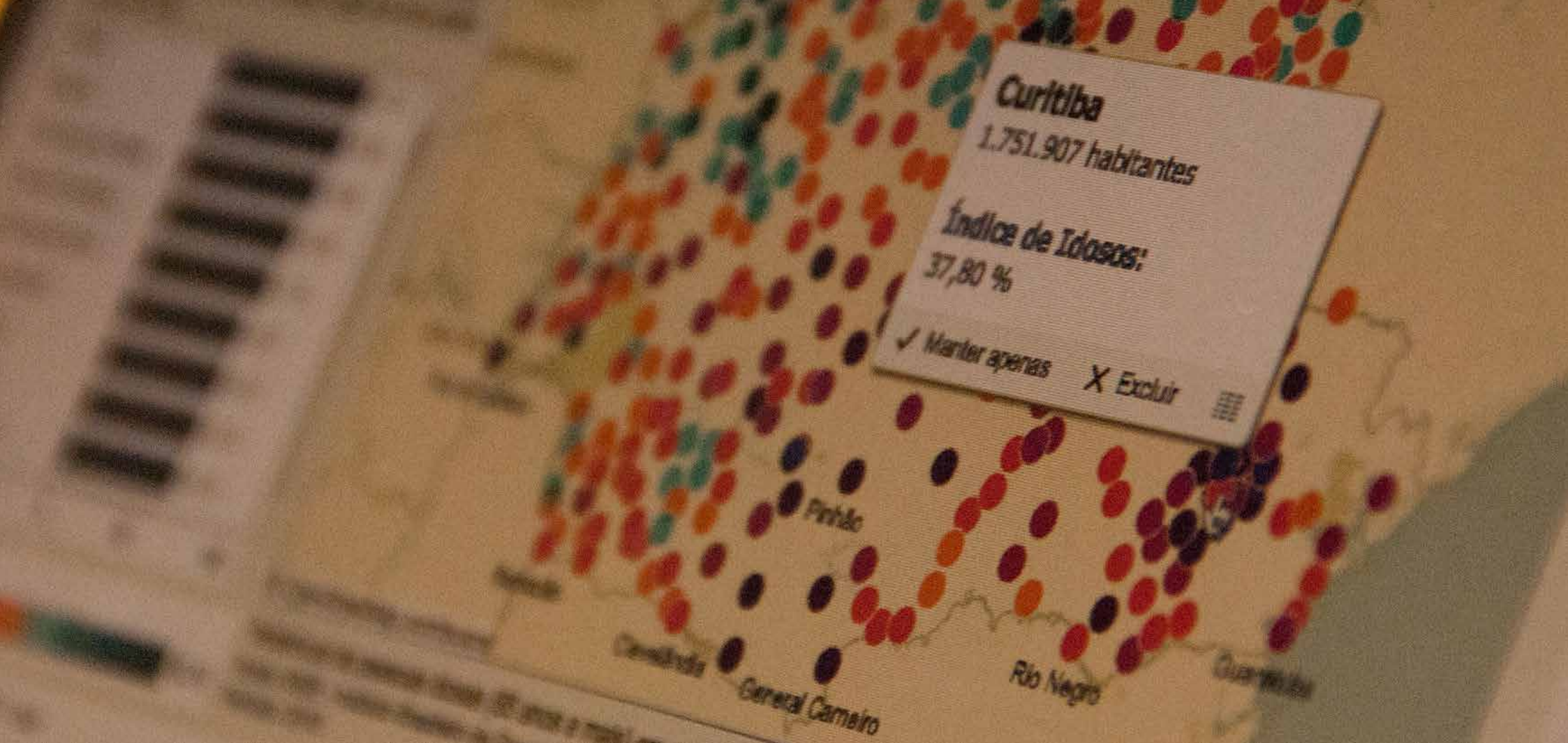
Interface design for a mobile app that would enable bus riders from Curitiba (Brazil) to know all information needed to get from A to B using public transit (bus lines, time schedule, trip planning orientation, maps).

User interface and information design were the project core knowledge.

Academic work, 2010.
Final project, Graphic Design degree (UFPR).
Supervision: Dr. Carla G. Spinillo, PhD.

Full documentation:
<http://goo.gl/dZ6Tvu>

Presentation:
<http://goo.gl/HvRRYo>



VISUALIZATION: PORTRAITS OF PARANÁ

Project developed by the Gazeta do Povo Newsroom to bring readers a profile of Paraná, a state in south of Brazil. The team gathered and analysed data from various research institutes in order to define stories and trip destinations. About 50 stories were written and published along 4 months, exposing the state's challenges for development and successful initiatives.

My part in this project was to organize all the data and publish it, so that users could have an overview of all the cities as well as the details of a specific city. This was my first project using the tool Tableau Public, which was essential to provide an interactive feature dealing with a big amount of data. There were about 30 variables, in groups like Education, Health, Economy and others.

- Winner of Online Journalism Awards (ONA) 2012
- Shortlisted for Data Journalism Awards 2012

Professional work, 2011.
Gazeta do Povo Newspaper.

<http://goo.gl/AA0uw8>



VISUALIZATION: 1.000 HOMICIDES IN CURITIBA

Interactive map of a thousand homicides in Curitiba, occurred in 2010 and in the first quarter of 2011-2013.

<http://goo.gl/9gfF8o>

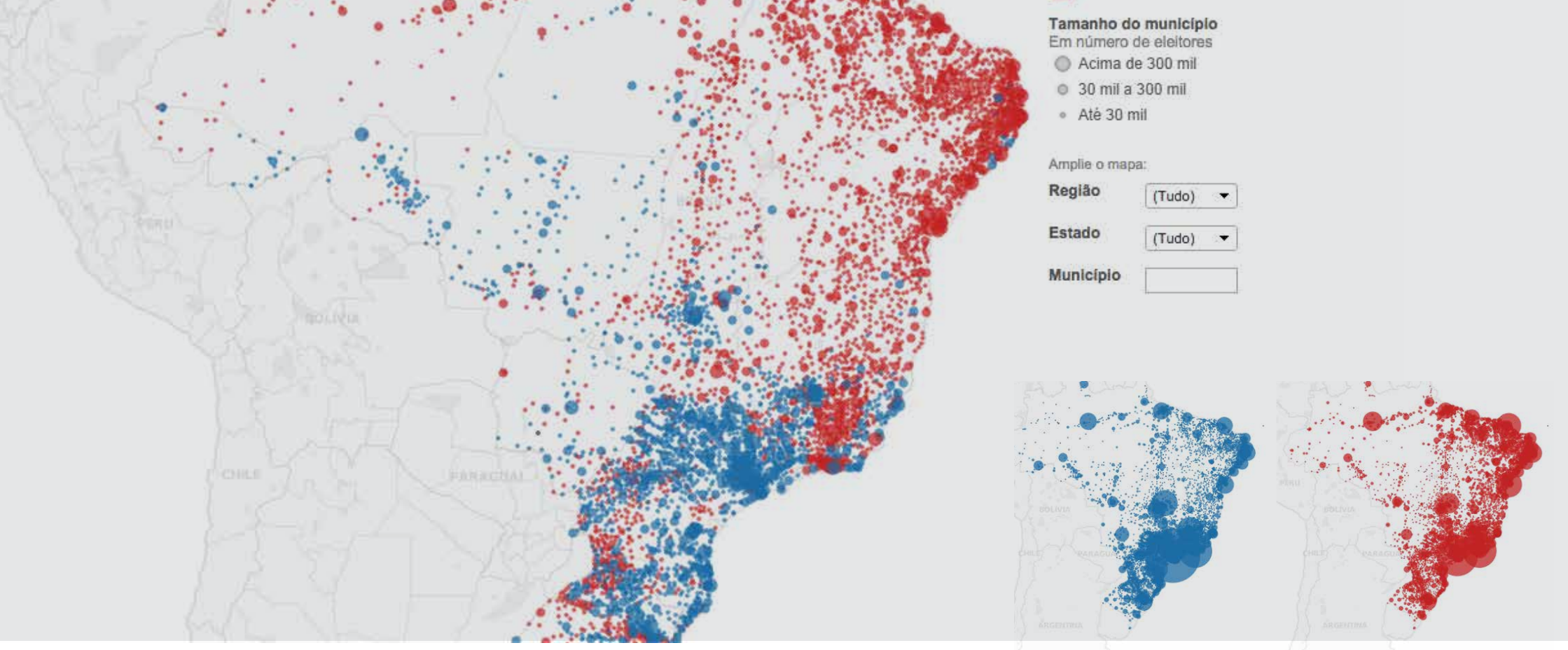
Professional work, 2013.
Gazeta do Povo Newspaper.

The data was compiled by a team of reporters after the Police and Justice homicide records, which were printed or handwritten, some of them even secret. Information was filtered, refined, addresses were geocoded, and then an interactive feature was designed to show a map and graphics with the profile of the crime and the victim.

This was something new, because this kind of crime information was trapped into lousy handwritten paperwork, and now it is public and it allows many types of analysis. Interesting is, the filters can be combined, which means you can see on the map murdered black women under 20 with criminal records, for example.

The interactive feature provided ground for some of the stories published in the series "Crime sem castigo" (Crime without punishment), which has been awarded with:

- Honorable mention in 2014 Latin American Investigative Journalism Awards
- Esso Journalism Awards - South region



VISUALIZATION: ELECTIONS IN BRAZIL

Map of the Brazilian election results for president.

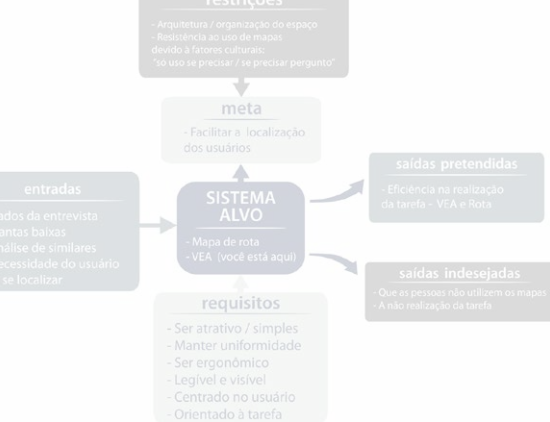
<http://goo.gl/nNUHvL>

It shows who won (had the majority of votes) in each city, and scales the size of cities by the number of voters. This scaling corrects common geographic distortions in Brazil maps that show states and cities with big geographic areas and small population.

The challenge of this project, besides creating an informative and the more accurate as possible layout, was to prepare it in a way it could be produced in the same day of the results, for print and web versions. The election ended at 17h in the Sunday Oct 26th and the results of the president votes were available at 20h; at 21h30 our interactive version was published online, and the print version, delivered before the newspaper deadline, at midnight.

- Highlighted in Tableau Company website: "Favorite Political Vizzes"

Professional work, 2014.
Gazeta do Povo Newspaper.



Ecosistema - Complexo Reitoria

Supra Supra Sistema - Prédios Reitoria

Supra Sistema - Complexo Reitoria

Sistema Alvo - Mapa Você Está Aqui

Subsistema 1- Portaria Prédio

Subsistema 2- Cada Andar

Subsistema 3- Mapa no Pátio

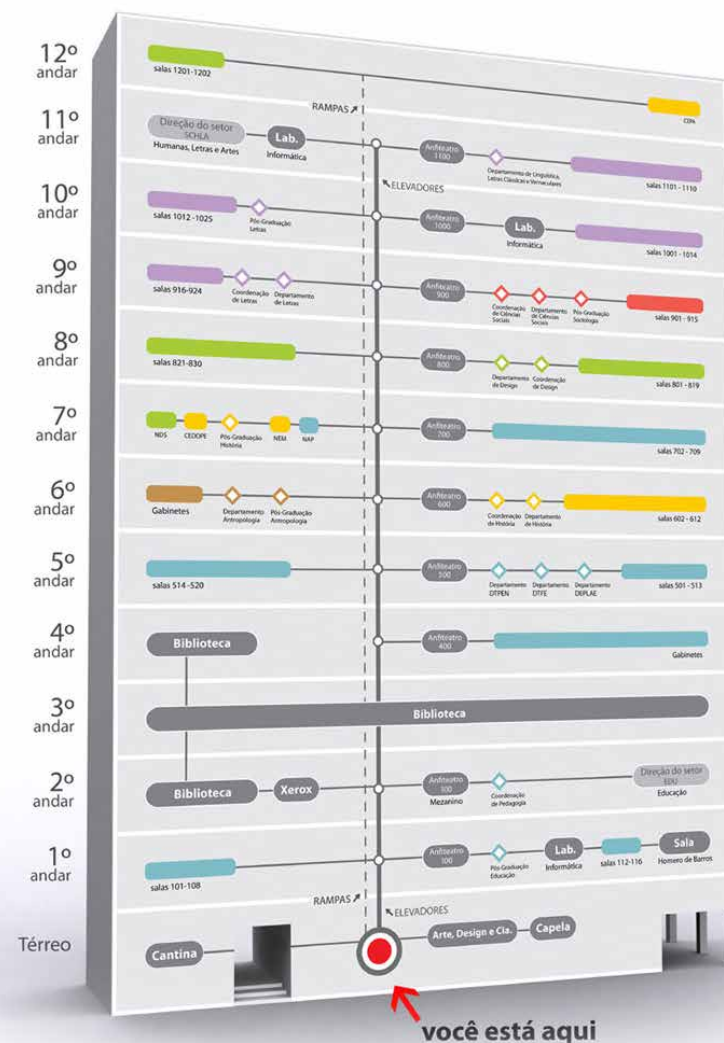
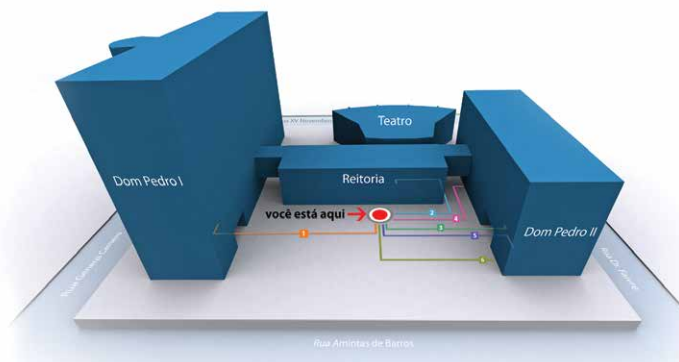
WAYFINDING PROJECT

Route and navigation maps system for the UFPR campus.

Academic work, 2008.
Team: Kelli CAS Smythe,
Martina Seefeld, Rodrigo Jardim e Guilherme R. Storck

HIGHLIGHTS

- Initial research and validation with users, which was crucial to know the information needs and supply them with the developed project.
- Use of 3D images applied to navigation maps.



Timeline about the 100 years of architect Oscar Niemeyer in newspaper format.

Result of a short-term project with prof. Heiner Jacob in Curitiba, published afterwards by the Gazeta do Povo Infographics department (I was not working there at the time).

Academic work, 2007
Supervision:
prof. Heiner Jacob,
KISD (Köln International
School of Design)



TYPOGRAPHY

Typographic family inspired in letterings found in signs and walls in the streets of Curitiba.

Academic work, 2010

Team: Gui R. Storck e Bia Wolanski.

HIGHLIGHTS

- research and review of brazilian vernacular fonts
- field research and photographic documentation

Full documentation:

<http://goo.gl/0gWiFw>

CABELELÊRA-NORMAL

ABCDEF

CABELELÊRA-TÍTULO

ABCDEF



VISUAL INSTRUCTIONS

Redesign of a procedural pictorial sequence of a fan assembly.

The redesign of the commercial graphic piece had three stages:

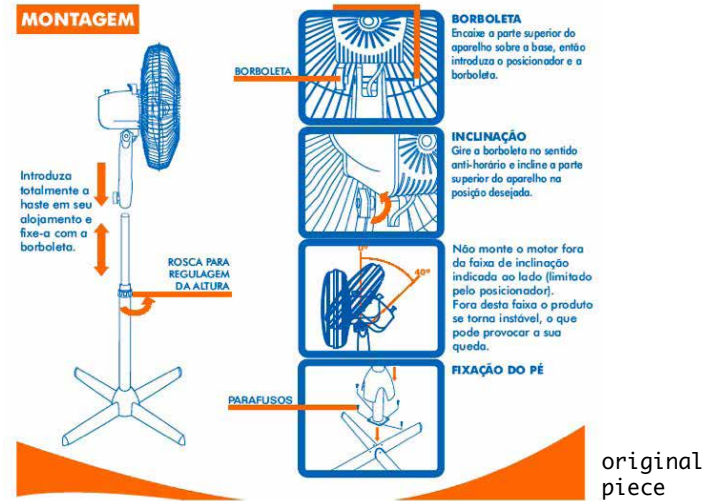
- First redesign, based on literature review
- Second redesign, after survey on the comprehension of the redesigned material
- Final refinements, after analysis of video with users assembling the real product with help of the redesigned piece.

Academic work, 2007

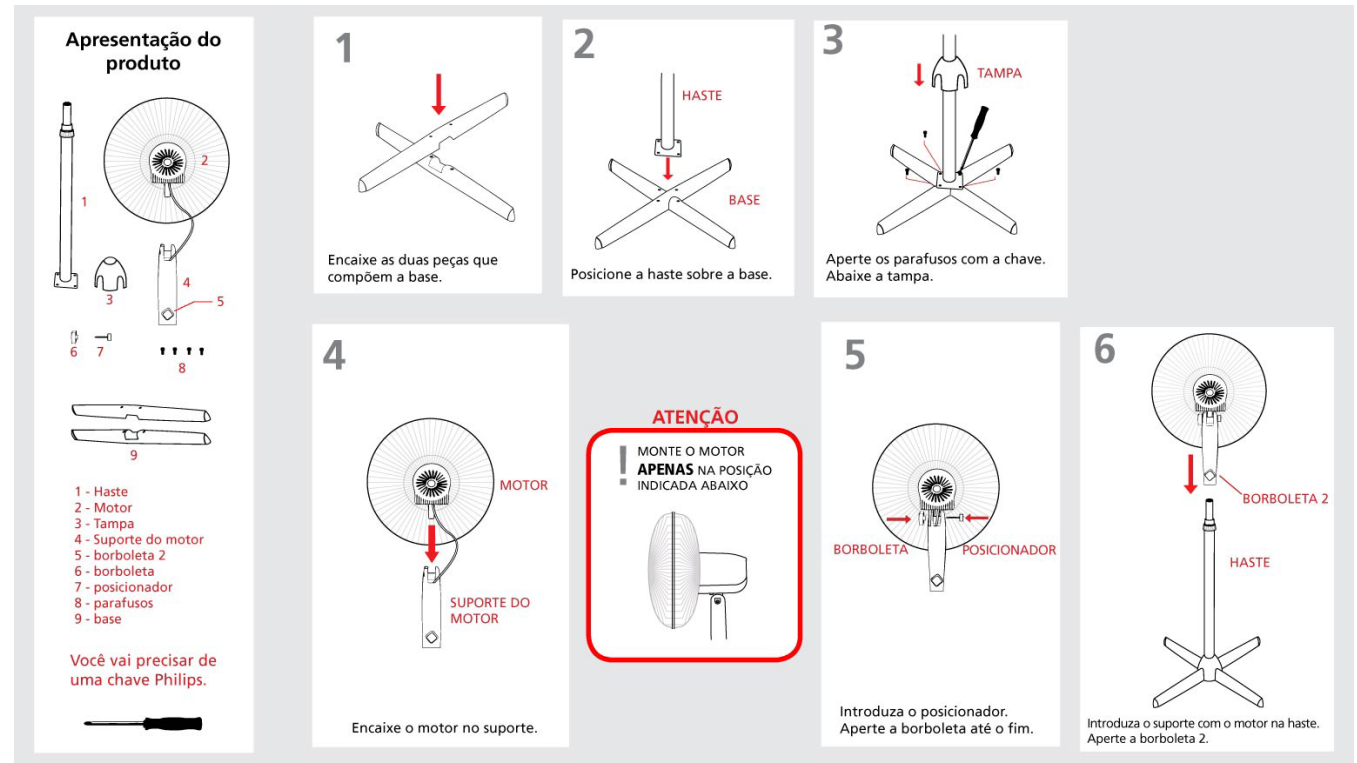
Team: Gui Storck e Rodrigo Jardim

HIGHLIGHTS

- User-centered design process
- It was identified the importance of including the user in the design process



original piece



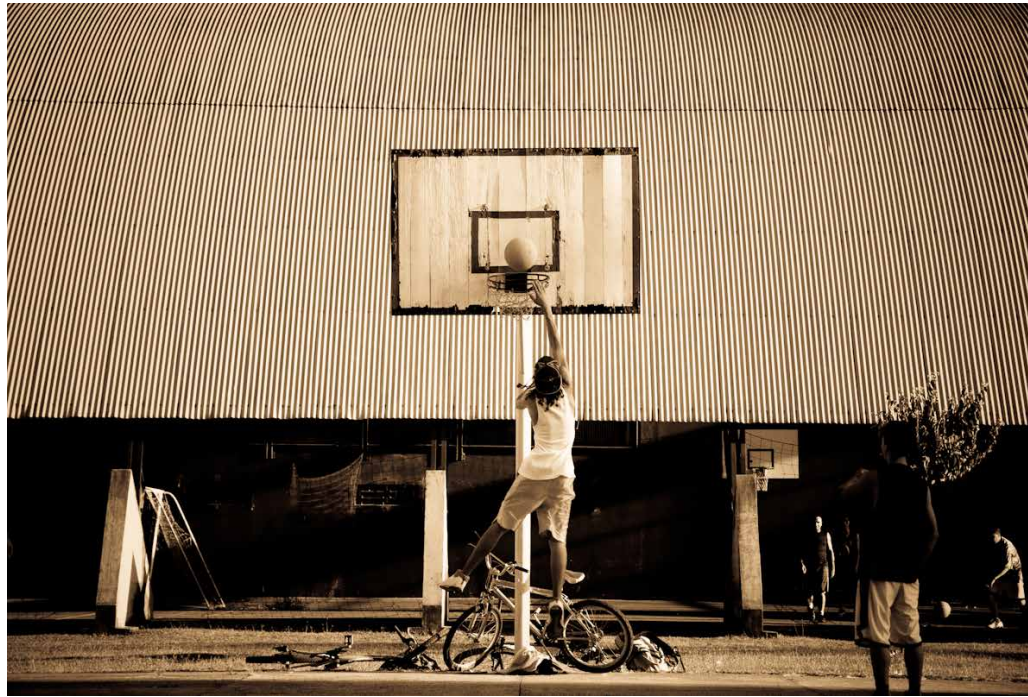
redesigned instructions



<http://www.flickr.com/gstorck/5449776348/>

PHOTOGRAPHY

Finalist image at the 31st Annual College Photography Contest.
Published on the book Best of College Photography 2011.



<http://www.flickr.com/gstorck/5449776576/>

PHOTOGRAPHY

Bronze medal at the International Aperture Awards 2010 – Category: Sports

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STUDY

FEDERAL UNIVERSITY OF PARANÁ (UFPR)

Curitiba, PR, Brasil. Graphic Design

Bachelor's Degree. 2006-2010

**KÖLN INTERNATIONAL SCHOOL
OF DESIGN, KISD**

Cologne, Germany. Capes-DAAD Scholarship,

6-month exchange program

Aug 2008 - Feb 2009

SKILLS AND KNOWLEDGE

- Data visualization / Infographics
- Data scraping, cleaning, and handling
- Mapping and basic cartography
- Photography
- Visual instructions/Instructional Design
- Software: Adobe Suite, Microsoft Office, GREG language, applescript, html/css

INTERESTS

- journalism (data and investigative journalism, open data initiatives, citizen engagement)
- information design (data viz, infographics, cartography, wayfinding/passenger information, information systems)
- city/urban issues (urban mobility, planning, people-space relationship, demography)
- interaction and service design

EVENTS ORGANIZATION

- I International Symposium on Sustainable Design/ I Simpósio Brasileiro de Design Sustentável, 2007
- 3º Information Design International Conference, 2007

LANGUAGES

Fluency in english and german.

Reading, writing and listening.

PROFESSIONAL/ACADEMIC EXPERIENCE

STORCK DO BRASIL LTDA. - MACHINE INDUSTRY

Visual identity, photography, graphic pieces.

Mar 2006 - Mar 2007

**DESIGN AND SUSTAINABILITY
RESEARCH CENTER**

Scientific research on Sustainable Design.

Organization of the I International Symposium on Sustainable Design. Apr 2007 - Sep 2007

STUDENT UNION - CADIUFPR

President. Experience in leadership and events organization.

Mar 2009 - Mar 2010

RESEARCH PROJECT

Research activities as research student assistant.

Participation in Information Design research project: Animated Visual Instructions. Grant from CNPq- The Brazilian Council for Research and Development - The Ministry of Science and Technology. Publication of scientific papers.

Aug 2009 - Jul 2010

INFOGRAPHICS - GAZETA DO POVO NEWSPAPER

Infographics and Data visualization Editor.

Chief of infographics team. Production of print and digital design pieces for the daily newspaper.

May 2010 - Today