



CONFERÊNCIA DE CIÊNCIAS E ARTES DOS VIDEO JOGOS

IST – TAGUSPARK, 15 A 17 SET
<http://gaips.inesc-id.pt/videojogos2010>



ORADORES CONFIRMADOS



SARA DE FREITAS - SERIOUS GAMES INSTITUTE

Sara is Director of Research at the Serious Games Institute at the University of Coventry where she leads an applied research team working closely with industry. Recently appointed Professor of Virtual Environments she holds a visiting senior research fellowship at the London Knowledge Lab, London, and is a Fellow of the Royal Society of Arts.

In 2003 Sara founded (and continues to Chair) the UK Lab Group, which brings the research and development community together to create stronger links between industrial and academic research through supporting collaborative programmes and for showcasing innovative R&D solutions for the knowledge economy. Voted the Most Influential Woman in Technology 2009 by US Fast Company, Sara chaired the IEEE Serious Games and Virtual Worlds conference in 2009, and is a regular speaker at international conferences. Sara currently holds funding from the Advantage West Midlands, Erasmus Scheme, European Regional Development Fund, European Union and the Technology Strategy Board. Her current lines of research are examining multimodal interfaces, experience design and perceptual modelling in games and virtual worlds. Sara publishes widely in the areas of: pedagogy and e-learning; change management and strategy development for implementing e-learning systems and serious games and virtual worlds for supporting training and learning.



SÉRGIO VARANDA - MINICLIP.COM

Sérgio Varanda é o Director da Divisão móvel da Miniclip.com. Miniclip.com é o maior portal de jogos online do mundo com mais de 57 milhões de utilizadores únicos mensais.

Sérgio está sediado em Londres, mas lidera o escritório da Miniclip Portugal, que se dedica exclusivamente ao desenvolvimento de videojogos para dispositivos móveis com principal foco em jogos para iPhone, iPod e iPad. Com mais de 2 anos de experiência na área de jogos para o iPhone, Sérgio foi responsável por vários jogos de sucesso como o Fling, Fragger e Fuzzle, que no total venderam mais de 1 milhão de cópias. No passado, Sérgio trabalhou durante 5 anos na Skype estando responsável pela criação de muitos dos produtos pagos da maior empresa de VOIP do mundo.



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VERÓNICA PÉREZ - ELECTRONIC ARTS

Verónica Pérez nació en Madrid en 1978. Es Licenciada en Derecho por la Universidad Complutense de Madrid, y posee un Máster en Dirección y Gestión de Recursos Humanos por el Centro de Estudios Financieros. Comenzó su carrera profesional en el departamento de Recursos Humanos de la firma de auditoría Ernst & Young dentro del área de selección. Posee varios años de experiencia como consultora de selección trabajando para clientes externos, llegando a liderar en su última etapa en consultoría el área especializada en selección de perfiles de informática y telecomunicaciones en Madrid de la consultora "Hays Specialist Recruitment". Previa a su incorporación a Electronic Arts, estuvo trabajando como Senior Recruiter en Microsoft Iberia.

Verónica pasó a formar parte del equipo de Recursos Humanos de Electronic Arts hace casi cuatro años, cuando se decidió centralizar en Madrid en centro compartido de localización de EA para Europa. Tras una primera etapa focalizada en la formación y puesta en marcha de este equipo multilingüe, incrementó sus responsabilidades siendo responsable del reclutamiento de todas las áreas de la compañía en Iberia. Actualmente trabaja en EA como Lead Recruiter y Responsable del departamento de Talent Acquisition en Iberia, dando soporte a otros países del sur de Europa y Latino América.



LUÍS LANDEIRO RIBEIRO - Entertainment director at PDM&FC

Luís holds a master in computer engineering from Instituto Superior Técnico and currently is the Director of Research & Development and technical evangelist at PDM&FC.

In the recent past he worked for Almansur as lead developer for version 1.0 and 2.0 of the MMOG Almansur Battlegrounds, at the same time helping to produce the sci-fi browser MMOG Orion's Belt.

Currently he manages PDM&FC participation on several European R&D projects with total budgets beyond 2M € such as PEACE, HURRICANE and UBIPOL, and spends his spare time working on new game prototypes for the mobile devices, namely iphone, ipad and android.



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ANTÓNIO SARAIVA - BIODROID PRODUCTIONS

António Saraiva (aka dr Bakali) has worked in a multitude of media formats ranging from press to television to multimedia off and online. Starting out as a television producer and director, in late 80's he founded Latina-Europa and authored such TV series as Lusitânia Expresso, Pop-Off and Planeta faz de Conta (RTP).

He pioneered writing on Internet's social and creative issues, namely in Blitz, to which he still contributes today. He was editor of magazines cyber.net, Computerworld and contributed for Ideias&Negócios and Exame Informática, amongst others press titles, writing on Internet, New Media and electronic games. In late 90's he consulted for governmental agencies ICAM, IPE, IAPMEI and ICP.

In the last 15 years he curated/produced numerous cultural events, namely Convenção Zero, Robótica Tribal, Festival do Fim, Oeiras Image Festival and The Future Use of Games conference for ExperimentaDesign Bienal de Lisboa. He was juror for the Portuguese Ministry of Culture's grants for the Arts 2006 and 2007 and speaks regularly at national and international festivals, namely MIPCOM and Develop Brighton.

He currently teaches Non-linear/Interactive Writing at Restart and IPA. He's game producer and game designer at Biodroid Productions, having produced Miffy's World for Wiiware and NDS, and he now works in the PS3 title Replika.



BRUNO PATATAS - BIODROID PRODUCTIONS

Bruno Patatas is Co-Founder and Creative Director of the Biodroid Entertainment Group.

Currently at Biodroid he is the creator and director of the PlayStation 3 game 'Replika' and Executive Producer of the upcoming 'Replika' movie.

He is a regular invited speaker at Game Developers Conference, Web3D Symposiums, Siggraph and several Universities.