

Adriana Maria Carvalho Joazeiro de Baker

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Summary

Conducted participatory design study, and participated in development of educational game, as research associate for scientific project in education at Carnegie Mellon University. Annotated log data and intelligent tutor software features, as consultant for scientific project in education at Carnegie Mellon University. Designed and implemented curricula for environmental education and sustainable economic development, for students in urban and rural disadvantaged Brazilian communities, and for American elementary school students, in collaboration with universities, NGOs, and local and regional government bodies. In addition, guided scientific expeditions in rural Brazil, and founded and managed clothing factories.

Education

- **Master's Degree in Environmental Education and Sustainable Development.** SENAC University - Rio de Janeiro, Maceio, Brazil. December, 2006.
- **Post-Graduate Specialization Certificate, in Tourism and Hotel Management.** FAL (Faculdade de Alagoas – Alagoas University), Maceió, Brazil. November, 2004.
- **Specialization Certificate, in Professional Training of Tour Guides.** SENAC University-Alagoas, Maceió, Brazil. January, 2003.
- **Bachelor's Degree in Business.** UFAL (Universidade Federal de Alagoas – Federal University of Alagoas), Maceió, Brazil. Awarded October, 2004. (Course completed in 2002, but degree awarded in 2004 due to national university strike).

Professional Experience (Scientific Research in Education)

Research Associate, Carnegie Mellon University. *October 2008 – present.* Conducted participatory design study, in collaboration with elementary school and junior high-age children, to influence the design of an educational game for mathematics. Currently designing educational game for mathematics, in collaboration with artist, programmers, and learning sciences researchers.

Consultant for Carnegie Mellon University. *November 2007 – July 2008.* Annotated student log file data in terms of how the student used educational software, identifying “gaming the system” behavior. Annotated computer tutor curricula in terms of a taxonomy of how educational software can differ. Assisted in the writing of scientific articles.

Professional Experience (Environmental Education and Sustainable Development)

Teacher, C-Mites, Carnegie Mellon University. *Spring 2008 – Present.* Taught weekend courses on life in the Amazon and the environment to elementary and intermediate school students (2nd-5th grades).

Volunteer Educator, Attenborough Nature Reserve. *August 2006 – April 2007.* Assisted in design of teaching activities and instruction of primary-school children about environmental preservation, within a nature reserve in Central England.

Volunteer Project Developer, Reserva Ecológica Osvaldo Timóteo (Osvaldo Timóteo Ecological Reserve). *February 2005 – October 2005.* Designed and implemented a project in environmental education for sustainable development, using participatory design methods with adolescents, to teach adolescents living in rural Brazil how to preserve the local environment and how to work as eco-tour guides for a nature reserve in the Brazilian Atlantic Rainforest. Evaluated project using qualitative observation.

Eco-Tour Guide, Chapada Diamantina National Park. *6 weeks each year, 2002-2005.* Organized and led tour groups in national park in arid region of Northeastern Brazil. Guided and participated in the planning of seven scientific expeditions within Chapada Diamantina National Park.

Volunteer Educator, Associação das Mulheres de Pontal da Barra (Pontal da Barra Women's Association). *November 2004-June 2005.* Taught courses about making crafts using recycled materials, about economic opportunities outside of the tourist season, about environmental preservation, and personal health for women living in a coastal fishing village in Northeastern Brazil.

Volunteer Project Developer and Educator, Secretaria Municipal de Promoção da Cidadania e Assistência Social, Prefeitura Municipal de Maceió (Municipal Department for Promotion of Individual Rights and Social Assistance, City of Maceió). *April-June, 2004.* Designed and implemented a project to teach extremely poor families living in waste dumps in a Northeastern Brazilian city to identify recyclable goods for re-sale, so that they can afford to send their children to school, as part of a larger project dedicated to eliminating child labor.

Consultant, Instituto do Meio Ambiente (Environmental Institute), State Government of Alagoas. *March-September 2004.* Taught professional development course for employees of the Secretaria Executiva de Meio Ambiente Recursos Hídricos e Naturais (Department of the Environment, Water and Natural Resources), in ecotourism and environmental preservation.

Volunteer Educator, Fundação Nacional do Índio de Alagoas (National Foundation for the Indigenous Peoples of Alagoas). *2 months, 2003; 3 months, 2004.* Taught indigenous communities in an arid region of Northeastern Brazil about environmental preservation and personal health care (education about prevention and treatment of parasitic worms and sexually transmitted diseases).

Volunteer Educator, Projeto Sempre Viva (Live Forever Project) *4 weeks each year, 1998-2005.* Taught indigenous communities in an arid region of Northeastern

Brazil about environmental preservation, appropriate water usage, and personal hygiene. Taught foreign and Brazilian tourists about environmental preservation, appropriate water usage, and native flora and fauna.

Professional Experience (Business)

Proprietor and Principal Owner, Joazeiro & Arruda Ltda. *October 2003 – present*

Founded and managed a small factory producing professional uniforms for clients in Northeastern Brazil. Managed since October 2005 by C.J.A. de Carvalho.

Sales Manager, P.R.A de Carvalho Ltda . *February 2001 - July 2003*

Met and negotiated with clients, coordinating all sales and managing sales teams, for a small factory producing professional uniforms for clients in Northeastern Brazil.

Production Manager, P.R.A de Carvalho Ltda. *May 2000 – January 2001*

Coordinated and managed factory production line, developing and implementing recycling and cost-cutting techniques.

Personal Secretary, P.R.A de Carvalho Ltda. *March 1997 – April 2000*

Organized business documents and served as liaison to bank.

Relevant Skills

Participatory Design with Adolescents and Children, Curriculum Design, Elementary and High School Teaching in Informal Settings, Qualitative Field Observation, Quantitative Annotation of Log Files, Coordination of Scientific Studies and Scientific Expeditions, Writing for Scientific Publication

Relevant Technical Skills

Microsoft Excel, Microsoft Word, Log File Annotation Tools, Familiarity with Intelligent Tutoring systems and other educational software.

Scientific Publications and Presentations

Baker, R.S.J.d., Corbett, A.T., Aleven, V. **de Carvalho, A.M.J.A.**, Raspat, J., Koedinger, K.R. (in press). Educational Software Features that Encourage and Discourage “Gaming the System”.

Baker, R.S.J.d., **de Carvalho, A. M. J. A.** (2008) Labeling Student Behavior Faster and More Precisely with Text Replays. *Proceedings of the 1st International Conference on Educational Data Mining*, 38-47.

de Carvalho, A., Laurentino, T. (2007) Promoting sustainable community development through environmental education in rural Brazil. Presentation at the Annual Meeting of the North American Association for Environmental Education. Virginia Beach, VA.

Languages

English, Portuguese, Spanish, Tupi Guarani