



# André Souza

I'm a Brazilian designer focused on product strategy, user research, and creative user experience that makes a difference in people's lives.

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## Experience

### Product Designer III - Pagar.me (Stone.co)

Dec. 2020 - Present

I manage a team of 3 designers and regularly lead design walkthroughs with senior management and developers to create our first design system and improve the management experience in the dashboard.

### Product Designer II - Pagar.me (Stone.co)

Jun. 2020 - Dec. 2020

I was responsible for leading the product strategy and design for the mobile team by creating and improving our payment link app that empowers digital and brick-and-mortar businesses to sell products and services online without a website.

### Product Designer I - Pagar.me (Stone.co)

Nov. 2019 - Jun. 2020

I was responsible for researching and designing the new version of the subscription system for small businesses to improve their management experience on our financial dashboard.

### UX Designer - TRY

Jan. 2018 – Nov. 2019

I crafted the architecture, interface, and interaction flow of services and experiences for companies within the entire design process, from initial research, ideation, conceptualization, and design, to testing and validation of digital solutions.

### UX Designer & Researcher - TRY

Jan. 2018 – Nov. 2019

I worked for digital companies to understand customers and their needs through a wide range of qualitative and quantitative methods, including in-depth interviews, remote research, prototype testing, usability testing, surveys, user log analysis, and market landscape analysis.

### Academic researcher - CNPq

Jan. 2018 – Nov. 2019

I researched interactive technology with environments focused on studying and creating natural interactions between people and conversation robots.

## Education

### Design Bachelor's Degree - SENAC University

2016 - 2019

### UX Research Course - Interaction Design Foundation

2018

### Design System & Ops Course - Meiuca

2021

## Awards

### Edgard, the Chatbot - HCII Orlando 2019

2019

I published and presented a paper about the Edgard project that seeks to point out possibilities in the intersection of interaction design and art, particularly literature and narrative games.

### Published Book Chapter - IGI Global

2019

I wrote a book chapter about ethics and the status quo of artificial intelligence technologies and other thoughts associated with the emergence of intelligent machines in our daily lives.