

ANDERSON SOUZA

Creative Director, Interaction and UX/UI Designer

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Resume

I've been working on interfaces since 2001 and on UX even before the term was popularized. As a designer, my main goal was always to think about the user/consumer needs.

My background is in graphic design, but after graduation I also studied Product Design, having proficiency on both.

I was responsible for the development of physical and digital products that are used by big companies such as Itau, Banco do Brasil, Totvs, Senior Sistemas and other national and international companies. Their datacenters' have some hardware designed by me, as so is their DCIM (Datacenter Infrastructure Management System) in which I was responsible for UX and interface. We won an award with this project in 2012, named "Ideas for the Future, Innovation and Design".

I also have experience in UX for video games, with titles published and consumed in the US, Europe and parts of Asia.

Recently I returned (after a briefly participation in 2011) as a partner and creative director at Easylogic where we provide software solutions and coaching for other companies.

Interests, Skills and Proficiency

User Experience Design	●●●●●●●●●●
User Interface Design	●●●●●●●●●●
Interacion Design	●●●●●●●●●●
Agile/Scrum	●●●●●○●○●○●○
Team Management	●●●●●●●●●○●○
Research	●●●●●●●●●○●○
Game Design	●●●●●●●●●○●○
Branding	●●●●●●●●●●●●
Art Direction	●●●●●●●●●●●●
Illustration	●●●●●●●●●○●○
Adobe Photoshop	●●●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●○●○
Adobe Indesign	●●●●●○●○●○●○
Adobe After Effects	●●●●●○●○●○●○
Autodesk Maya	●●○●○●○●○●○●○
Google Sketchup	●●●●●●●●●○●○
Solidworks	●●●●●○●○●○●○

Honors and Awards

- **2012 • Datacenter Dynamics**
Ideas for the Future, Innovation and Design
Winner
- **2006 • MPE - Design IEL/SC**
Package Design
Winner

Education and Training

- **2012 • Ergonomics and Human Factors - MDes.**
Universidade Federal de Santa Catarina (interrupted)
Florianópolis - SC - Brazil
- **2006 - 2007 • Industrial Design - Tech Degree**
Instituto Federal de Educação Tecnológica (interrupted)
Florianópolis - SC - Brazil
- **2000 - 2004 • Graphic Design - Bachelor's Degree**
Universidade Federal de Santa Catarina
Florianópolis - SC - Brazil

Work Experience

- **Current • Easylogic Labs**
Chief Creative Officer
Florianópolis - SC - Brazil
- **2013 - 2014 • Ecentry**
Product and Strategic Communication Manager
Florianópolis - SC - Brazil
- **2012 - 2013 • Vesta Gaming Architects**
Lead UX/UI Designer
Florianópolis - SC - Brazil
- **2011 - 2012 • Fazon**
Lead Product Designer
Florianópolis - SC - Brazil
- **2011 - 2012 • MSI Tecnologia**
Lead Interface Designer
Florianópolis - SC - Brazil
- **2008 • Criamidia**
Interface and Graphic Designer
Florianópolis - SC - Brazil
- **2006 - 2008 • Estúdio Sequencial**
Executive Accounting and Illustrator
Florianópolis - SC - Brazil
- **2005 • Lex Comunicação**
Graphic Designer and Illustrator
Florianópolis - SC - Brazil
- **2001 - 2004 • C3Media**
Executive Accounting and Creative Director
Florianópolis - SC - Brazil
- **2000 - 2001 • Universidade Federal de Santa Catarina**
Design Intern and Tutor at Croma Lab
Florianópolis - SC - Brazil