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.

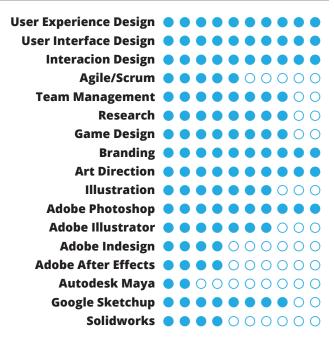
My background is in graphic design, but after graduation I also studied Product Design, having proficiency on both.

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



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 Comunication Manager
 Florianópolis - SC - Brazil

2012 - 2013 • Vesta Gaming ArchitectsLead UX/UI Designer
Florianópolis - SC - Brazil

2011 - 2012 • Fazion Lead Product Designer Florianópolis - SC - Brazil

2011 - 2012 • MSI TecnologiaLead Interface Designer
Florianópolis - SC - Brazil

2008 • Criamidia
Interface and Graphic Designer
Florianópolis - SC - Brazil

2006 - 2008 • Estudio SequencialExecutive 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