

Anderson Carlos de Souza – Senior Product Designer (UX/UI)

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WORK EXPERIENCE

IQVIA

Lead UX Designer

Seattle, WA / São Paulo, SP – Brazil

October 2021 – Present

- Led an international team of UX/UI designers in the development of an enterprise solution to improve the engagement between healthcare organizations and professionals. Was the sole designer on the team for several months working with a team of 20 software engineers.
- Led the UX design initiative to build a next-gen regulatory intelligence platform for healthcare, used to provide strategic and compliant information to regulatory intelligence experts and compliance officers.
- Improved internal design processes, methods, and deliveries collaborating with internal workflow changes and enterprise relations.

Freelancer

Product Management / Product Designer (UX/UI)

Florianópolis, SC - Brazil

April 2014 – Present

- Led a product team creating a pilot program for public transportation in Brazil using blockchain, with a prediction of 32% increase in revenue for the enterprise parties involved.
- Led a product team creating a gamified application for an NGO to encourage volunteering and philanthropy. Bootstrapped the solution from the ground up with small team of 10 people, reaching 2000+ users during the pilot on alpha version before the platform was gamified by Unity Studios in Denmark.
- Contributed to an open-source initiative creating a suite of DIY audio and video devices, implementing ergonomic improvements to the physical hardware and digital interface for its digital signal processing software.
- Coached and trained design professionals switching careers to HCI related roles, improving integration to agile methods and software engineering teams in 5 different companies, 100+ collaborators.
- Involved in a taskforce with other designers and makers in Brazil to deliver 3D printed parts used in critical mission environments (emergency rooms and hospitals) at the beginning of the COVID-19 crisis.
- Delivered digital solutions such as websites and mobile apps for 300+ small and medium-sized businesses in Brazil.

eCentry

Product and Strategic Communication Manager

Florianópolis, SC – Brazil

October 2013 – April 2014

- Led a product team (4 designers and 4 software developers) to design several solutions for clients in LATAM, United States, and Europe.
- Led the initiative to rebuild from the ground up a CRM system used by clients such as Lufthansa and DirecTV, reducing churn rate in 42%, increasing NPS and improving usability of the system and its availability.
- Contributed to the design improvements of Email Manager, an e-mail marketing platform widely adopted in Brazil.
- Coached and trained design professionals improving integration to agile methods and software engineering teams in 2 different groups and 20+ collaborators.

Vesta Gaming Architects*Product and Strategic Communication Manager***Florianópolis, SC – Brazil***November 2012 – October 2013*

- Led the UX/UI initiatives in the startup with over 120 professionals.
- Conducted UX Research and implemented solutions for over 60 games over 4 different platforms in United States and Europe.
- Contributed to the research on human behavior involving HCI and addicting components in games using analytics collected on proprietary tools, elaborating reports for further action.
- Contributed to the improvement of proprietary tools based in opensource software used to build games distributed in iOS and Android platforms.

Fazion*Lead Product Designer***Florianópolis, SC – Brazil***February 2011 – November 2012*

- Led the design initiatives in a product team with 10+ hardware and software engineers.
- Developed a 3D digital interface and 100+ hardware devices for Datafaz, the first data center infrastructure management system in South America.
- Awarded with Datacenter Dynamics: 1st place in Ideas for the Future and Concepts in Design
- Contributed to the improvement of proprietary hardware and software using opensource sensors and protocols running under a 3D user interface in modern browsers.
- Directly responsible for 800% revenue increase over 9 months with a lean investment in research and development.
- Responsible to build and manage partnerships with hardware developers and clients' engineering teams.
- Created a QA process for logistics and integration with clients' software.

MSI Tecnologia*Design Manager***Florianópolis, SC – Brazil***July 2009 – December 2009*

- Responsible for managing the design team and 100+ client accounts and websites.
- Contributed to the development of a simplified front-end framework to streamline the development tasks for the team increasing productivity and reducing delivery time by over 400%.
- Contributed to the creation of the first electronic receipt system developed and used in Brazil, compliant with national regulations.

Criamidia (Vento Tecnologia)*Web Designer***Florianópolis, SC – Brazil***January 2008 – March 2008*

- Responsible for Web Design and administration of 200+ clients' websites.
- Contributed to the development of a simplified front-end framework to streamline the tasks of the developer team increasing productivity and reducing delivery time.
- Contributed to the creation of a proprietary content management system used by Brazilian government-related organizations.

Estúdio Sequencial*Studio Manager and Illustrator***Florianópolis, SC – Brazil***May 2006 – January 2008*

- Managed projects for several publications and companies in Latin America and the United States.
- Responsible for all administrative roles, contracts, proposals, and client relations.
- Created over 2500 illustrations for educational platforms and publications.
- Member of the editorial team of Front magazine.

Lex Comunicação*Designer and Illustrator***Florianópolis, SC – Brazil***August 2005 – September 2005*

- Contributed to the packaging project of Natura Sensitu, awarded with Prêmio Catarina Design MPE
- Created dozens of illustrations and infographics published in local newspapers, ads and magazines
- Illustrated storyboards for agency clients

C3 Media*Co-founder and Creative Director***Florianópolis, SC – Brazil***January 2001 – August 2004*

- Founded the first studio to develop CD-ROMs supporting educational events in Brazil.
- Responsible for the creation of digital experiences and interactive solutions delivered to 50+ clients in São Paulo, Rio de Janeiro, Paraná, Santa Catarina and Rio Grande do Sul.
- Responsible for all administrative and creative roles, contracts, proposals, and client relations..

Universidade Federal de Santa Catarina*Intern***Florianópolis, SC – Brazil***August 2000 – January 2001*

- Intern at the Color Theory Lab, responsible to extra-class activities and experiment building.
- Intern at Hypermedia Lab, responsible to build digital experiences for projects sponsored by the Brazilian Federal Government and related organizations.

EDUCATION

Universidade Federal de Santa Catarina*L.L.B., Bachelor of Law***Florianopolis, SC***2020***Universidade Federal de Santa Catarina***B.S., Bachelor in Design***Florianopolis. SC***2004***SKILLS & INTERESTS**

Skills: HCI | Human Factors | Ergonomics | User Experience Design | User Interface Design | User Research | 3D Modelling (basic) | 3d Printing | HTML | CSS | Design Management | Adobe (Photoshop and Illustrator) | Sketch | Figma | English | Portuguese.

Interests: Design Operations and Management, Career Consulting, Law, Tech Related Talks, Martial Arts, 3D Printing, Board Games and Roleplaying Games.