ANDERSON SOUZA

Product Manager / Creative Director / Senior UX/UI Designer

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Resume

For over 20 years I've worked with companies around the world to give their products an unfair advantage using a toolset I designed over those two decades. The results are hundreds of successful projects, millions of satisfied costumers and billions of dollars in revenue. I take pride in getting things done correctly.

I've been working on interfaces since 2001 and on UX even before the term was popularized. As a designer, my main goal is 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.

Interests, Skills and Proficiency

Skill	Level
User Experience Design	●●●●●●●●●●
User Interface Design	●●●●●●●●●●
Agile Methods	●●●●●●●●○○
Team Management	●●●●●●●●○○
Research	●●●●●●●●○○
Branding	●●●●●●●●●●
Art Direction	●●●●●●●●●●
Illustration	●●●●●●●●○○

Education and Training

2016 - Current : Law School - Bachelor's Degree
Universidade Federal de Santa Catarina
Florianópolis - SC - Brazil

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

Honors and Awards

2012: Datacenter Dynamics
Ideas for the Future, Innovation and Design
Winner

2006: MPE - Design IEL/SC
Package Design
Winner

Work Experience

2015 - Present: Freelancing
Product Management and UX/UI Consultant
Worldwide

2011 - 2015: Easylogic Labs
Chief Creative Officer
Florianópolis - SC - Brazil

2013 - 2014: Ecentry
Product and Strategic Comunication Manager
Florianópolis - SC - Brazil

2012 - 2013: Vesta Gaming Architects
Lead UX/UI Designer
Florianópolis - SC - Brazil

2011 - 2012: Fazion
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: Estudio Sequencial
Executive Accounting and Illustrator
Florianópolis - SC - Brazil

2005: Lex Comunicação
Graphic Designer and Illustrator
Florianópolis - SC - Brazil

2001 - 2004: C3Media
Account Manager and Creative Director
Florianópolis - SC - Brazil