

# Brian De Souza

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**Portfolio** www.briandesouza.me

## Summary

I am a product manager passionate about building products that delight users. At Microsoft, I'm leading experiences to accelerate adoption of Copilot AI. Previously, I co-founded LiveGreen, scaling it from a hackathon concept to over 50,000 active users. I am seeking opportunities to work on ambitious projects that tackle real problems.

## Experience

### Microsoft

#### Product Manager 2

2024 - Present

Empowering new Copilot users to unlock their potential with AI

- Led the development and launch of a new communications platform enabling organizations to receive targeted Copilot trainings for their employees, which now account for ~4.2% of monthly Copilot usage.
- Coordinating cross-functional improvements to the communications platform, collaborating with engineering, data science, and product teams to implement personalized content and strategic delivery timings based on individual user engagement patterns.

#### Product Manager

2021- 2024

- Led the development of Microsoft Admin Center experiences and orchestrated partnerships with IT administrators to drive cloud adoption, resulting in 200,000+ companies transitioning to the rapid-update cloud channel of Microsoft 365.

## Projects

### LiveGreen, Daily Carbon Tracker

2018 - 2021

Co-developed an iOS app empowering users to adopt sustainable habits and support reforestation projects, resulting in over 80,000 trees planted globally. App featured in Apple's 2019 Earth Day campaign.

[livegreen.io/about](https://livegreen.io/about)

### StoryPath, AI Game Creator

2024- present

Developing an iOS app that empowers users to create and play their own choose-your-own-adventure stories using text and image generative LLM models.

### Forest Card, Green Banking App

2020

For my senior project, I developed a beta debit card program to allow users to plant real trees from transactional fees and interest rates. Partnership with Galileo Financial Technologies.

[forestcard.com](https://forestcard.com)

## Education

### University of Florida

2021 - 2024

#### Bachelor of Science in Computer Science

Director of Society of Hispanic Professional Engineers (SHPE).

## Awards

### Big Idea Pitch Competition, University of Florida

2019

First place winner of business pitch competition. Awarded \$25,000.

### Global Hackathon Finalist, Facebook HQ

2017

Invited by Facebook to compete at their hackathon finals in Menlo Park.

### Best Hack, MHacks - University of Michigan

2017

Awarded by Facebook and Hasura

### Best iOS Hack, HackTech - Caltech

2017

Awarded by Make School

### Best Hack, HackDuke - Duke University

2016

Awarded by Facebook

## Programing Skills

**Swift** (Advanced) | **Javascript** (Advanced) | **C++** (Intermediate) | **SQL** (Intermediate) | **Python** (Beginner) | **Java** (Beginner)