



Christian D'Souza

Product Designer

With a developing history of turning ideas into user-friendly designs, I strive for my work to center around a commitment to innovation and crafting products that seamlessly combine visual allure with practical usefulness. Staying current with industry trends, I aim to ensure that my designs not only meet but exceed the expectations of clients and users alike. Guided by a strong attention to detail, my approach spans from the initial concept to the prototype stage, driven by a dedication to consistently push the boundaries of design innovation.

Contact

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Address

1A, Ryan Grove, Tawa Wellington 5028

Education

2019-2021

Bachelor of Design Innovation

Victoria University of Wellington

2014-2018

NCEA Level 1-3

Tawa College

Expertise

- UI/UX
- Visual Design
- Wireframes
- Storyboards
- User Flows
- Product Research

Interests

- Business/Entrepreneurship
- Self-development
- Culture and Heritage
- AI/Machine Learning
- Health and Sport

Experience

○ 2022 - Present

Spark New Zealand (Qrious Limited) | Wellington, New Zealand

Product Designer

- Developed the digital experience behind Qrious' in-house built data migration tool including the tools' UI and its accompanying site through design thinking and best practices including extensive user/market research, journey mapping, user testing, and feedback loops to inform design decisions.
- Implementation of improvements to the UX/UI on Qrious' Marketing Automation Platform through effective use of design methodology (double-diamond) including problem identification (Heatmaps on Hotjar, customer tickets logged through Jira), , user needs' assessments, and cross-team collaboration with specialists/development teams. Also, self-initiated enhancement work inclusive of ideation workshops, feedback sessions, presentations (like the proposed AI hub).
- Collaborated with internal teams and stakeholders to design GTM product collateral such as factsheets (for the data migration tool) and customer roadmaps (for the marketing automation platform), whilst also helping produce organized and appealing client presentations/internal documentation (inclusive of an adopted data migration framework, BPR presentation, and client proposals).

○ 2021 - 2022

Spark New Zealand (Qrious Limited) | Wellington, New Zealand

Product Researcher

- Performing market/competitor research to inform the development of Qrious' marketing automation platform through compare and contrasts, competitor analysis, and thorough UX reviews (also including the creation of project briefs and proposals to present back to internal stakeholder/teams).
- Initiating workshops and feedback sessions to facilitate joined ideation and clarity around research and future feature implementation. Using Jira to align development teams/stakeholders with effective user stories and estimations.

○ 2021 - 2022

Ignite Consultants

Brand Representative/Content Creator

- Collaborated with a team of 6 to support the rebranding of StartSmart, a startup charity, later renamed Attire to Inspire.
- Spearheaded the creation of comprehensive promotional materials, including social media content, posters, and draft templates.
- Played a pivotal role in developing a new brand slogan, charity name, and logo to enhance overall brand identity.
- Demonstrated effective communication and teamwork skills while contributing to the broader mission of Ignite Consultants in partnering students with charities for impactful projects.

References

Available on request.