



hello, wise!

Juggling creativity and pragmatism, I help multi-disciplinary teams to design & build excellent services and experiences.

Recent experience:

2016

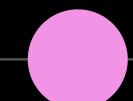


Publicis Sapient

Associate Creative
Director

Creative Director,
Experience Design

2019

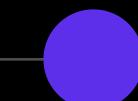


Babylon Health

Senior Design Manager

Deputy Product
Design Director

2021



Farfetch

Senior Design Manager

Head of Design
(content and new
propositions)

2023



British Telecom

Design Lead
(ID & Co-create)

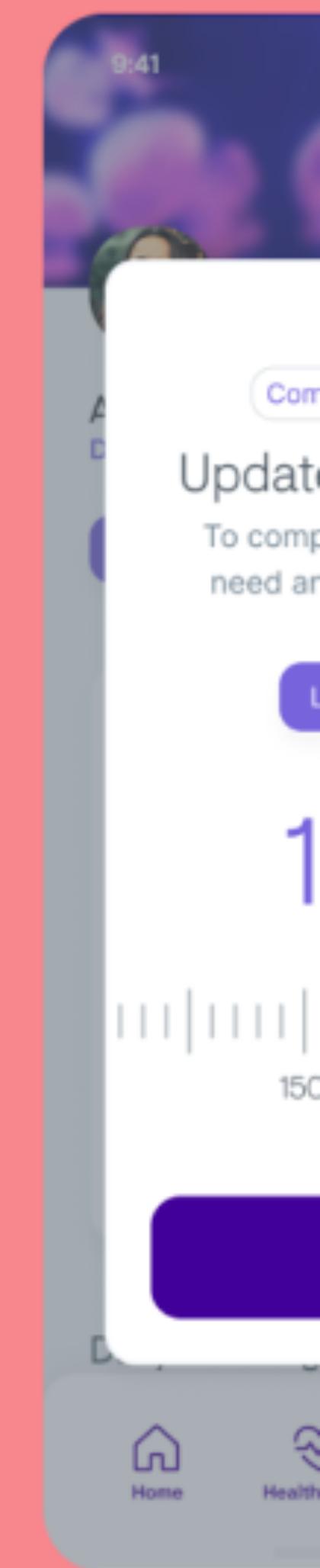
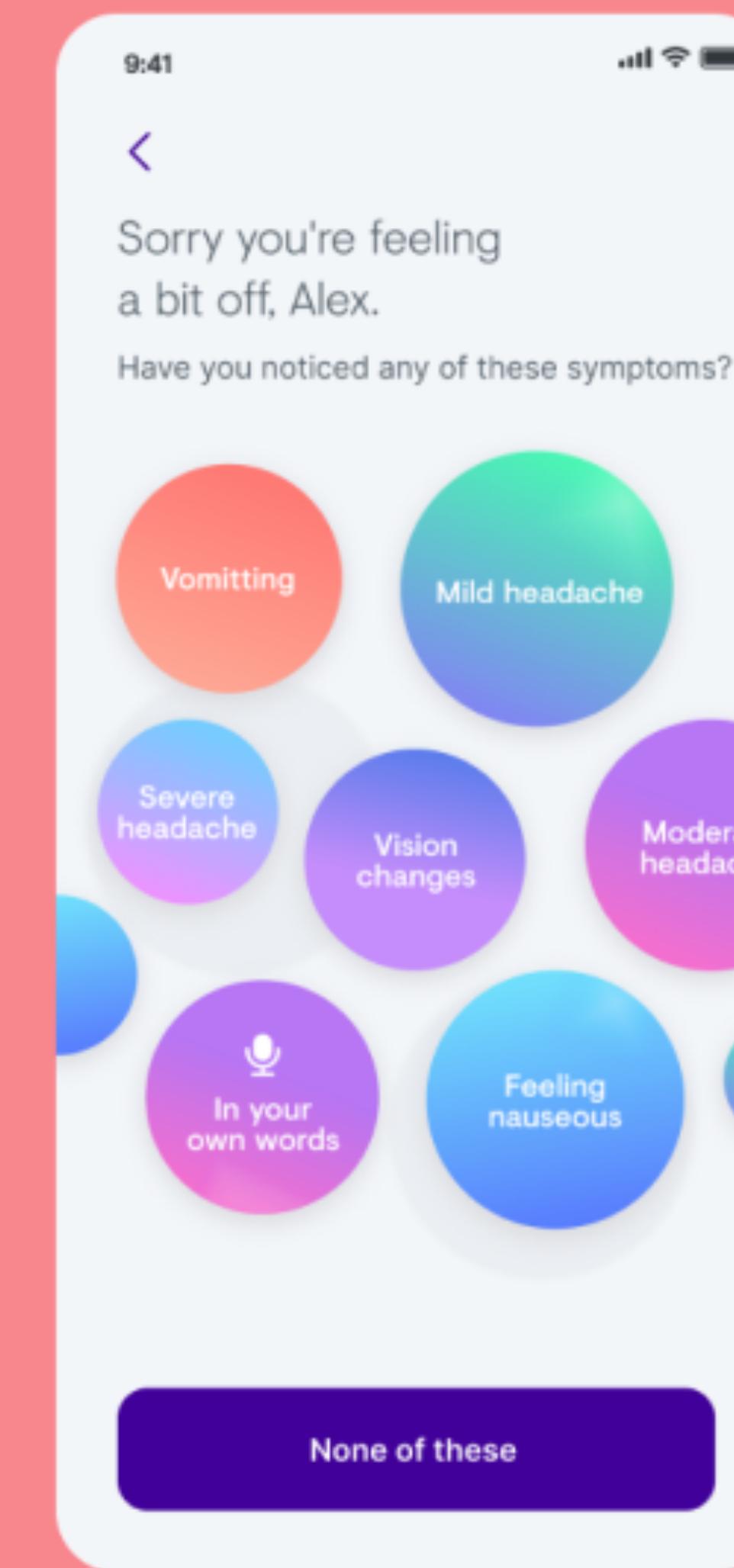
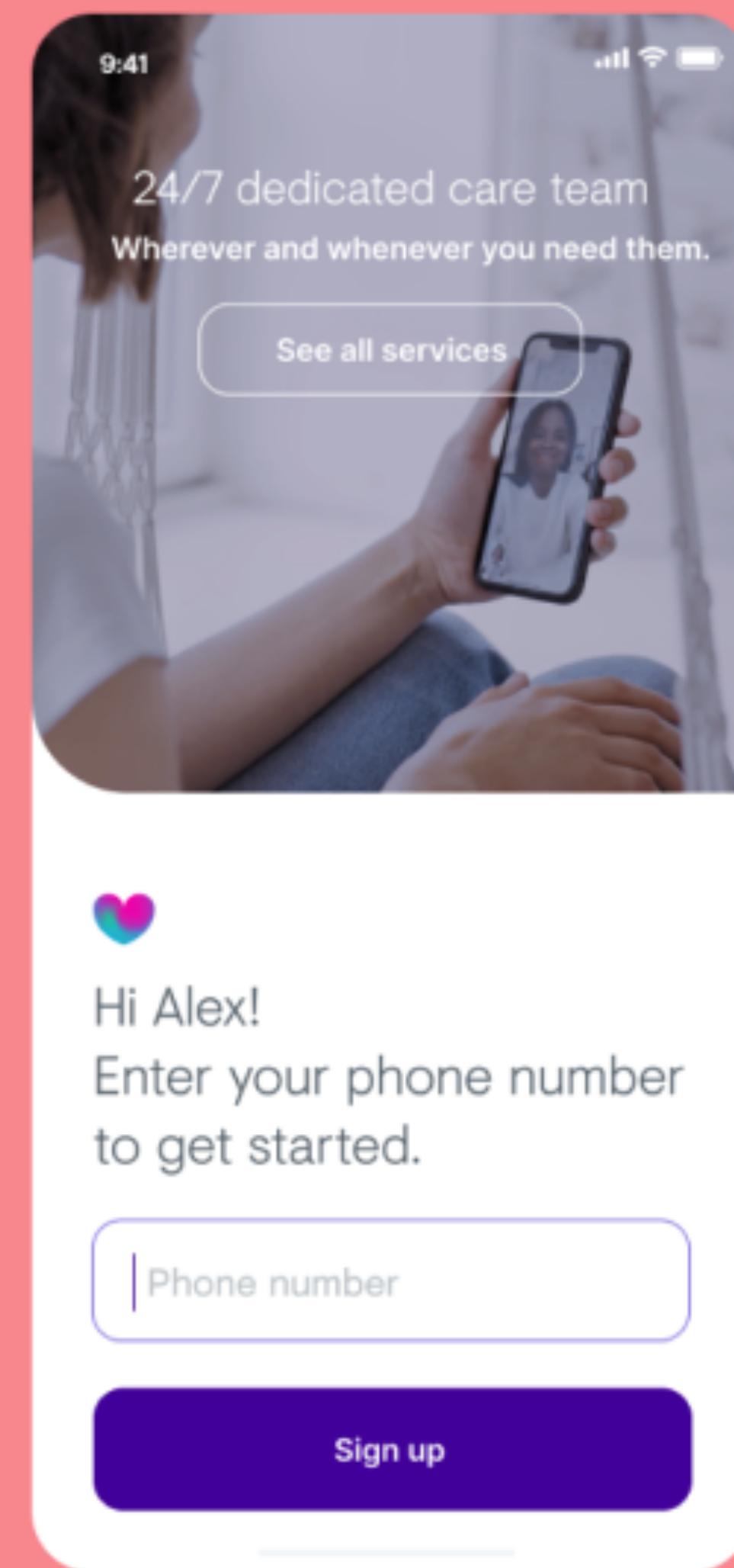
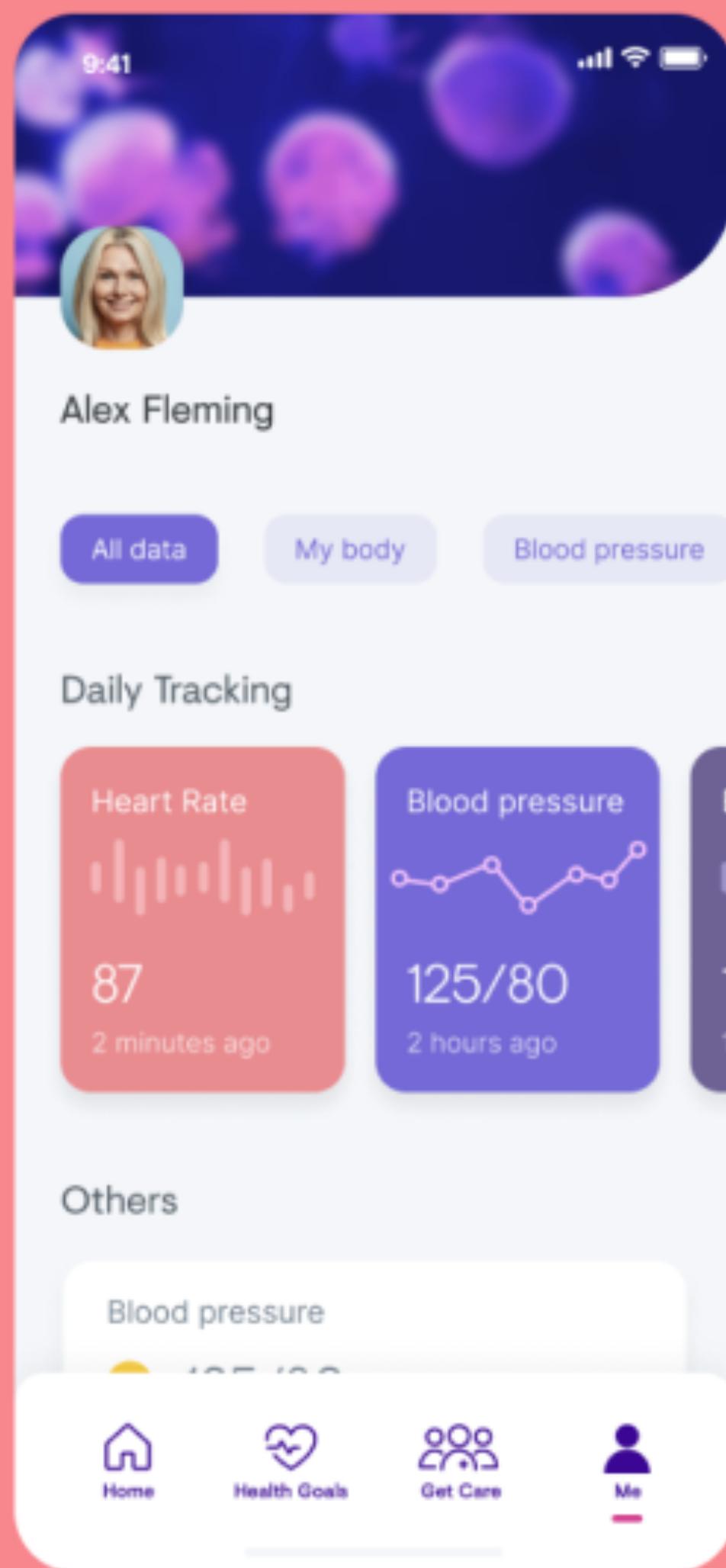
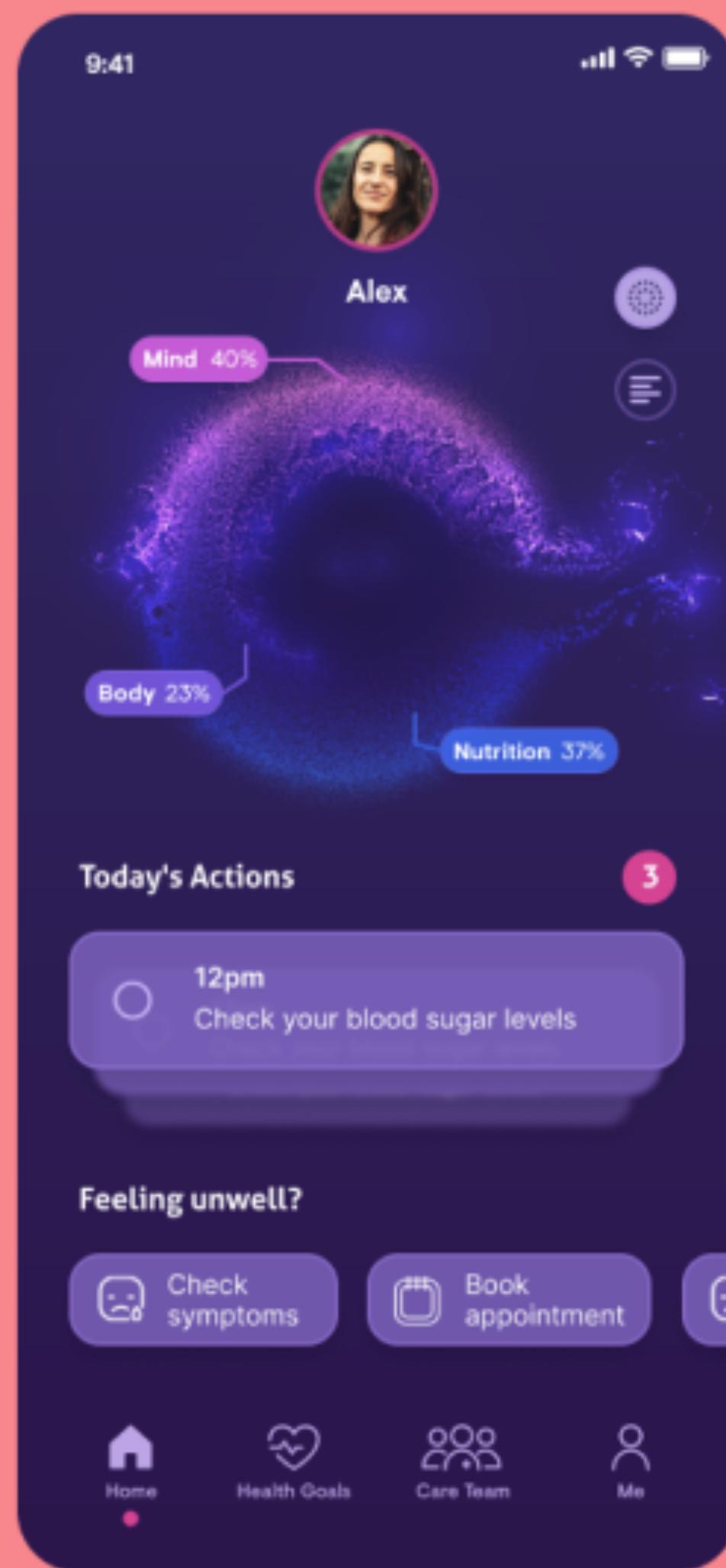
Prototyping and envisioning

Babylon 360 prototype

Babylon Health

Babylon 360 - Service strategy & prototype

To adapt to a new market and funding model, a new digital service focused on patients with chronic conditions was developed.

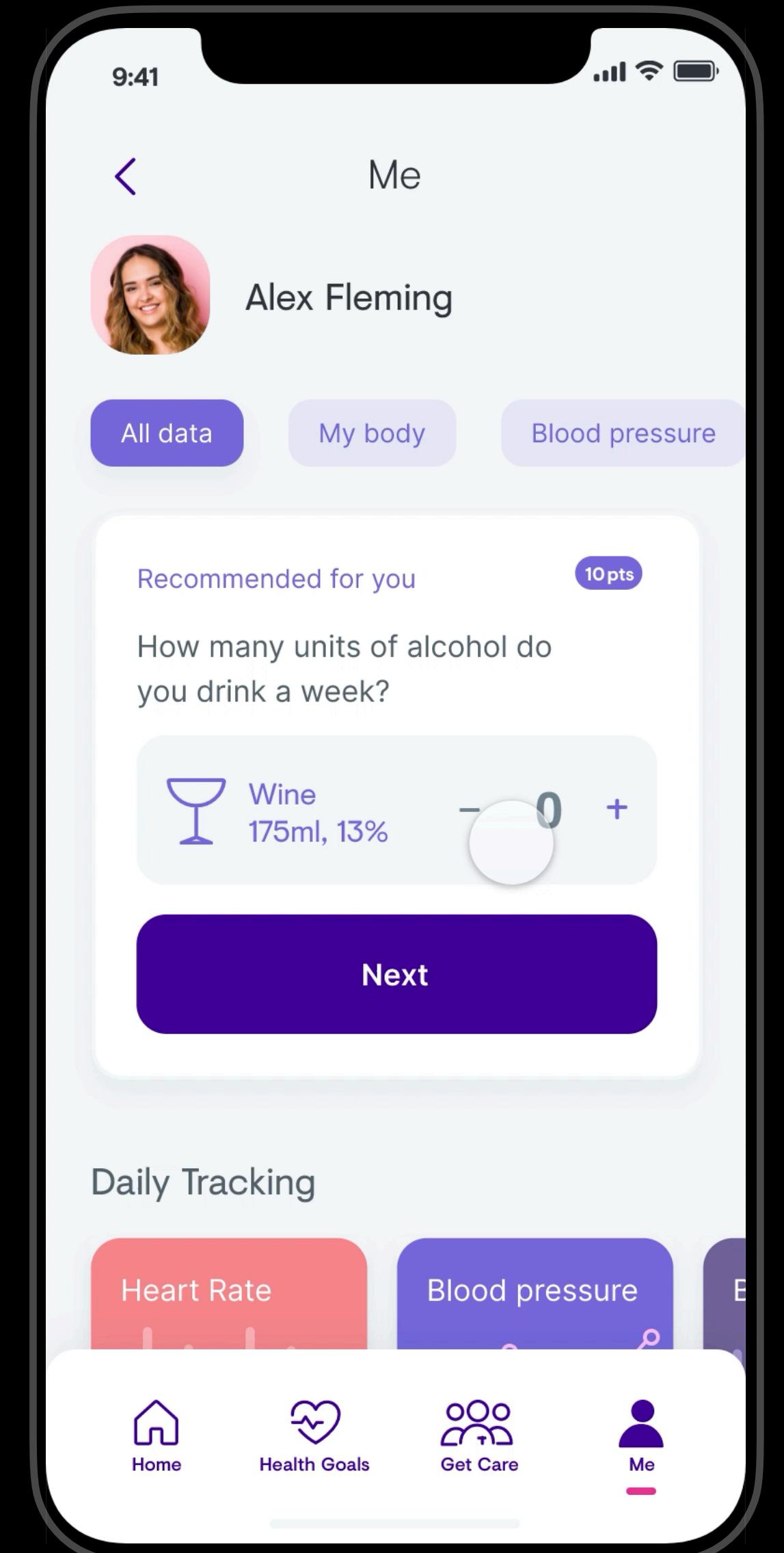


My role:
UX/Service/Product Design Lead

UI Design and animation: Nano Costa, Ari
Neves, Nathalia Alves

Clinical Director: Sophie Hu

User Research and Behavioural Change:
Rosie Webster



vision: AI augmented skincare

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FARFETCH TO ACQUIRE CULT FAVOURITE LUXURY BEAUTY DESTINATION VIOLET GREY

28.01.2022



business context

Beauty = New vertical

New service supported by 150 Stylists/Concierge

AI scales, but not trusted by many

goals

Increase revenue per customer

Pilot subscription model

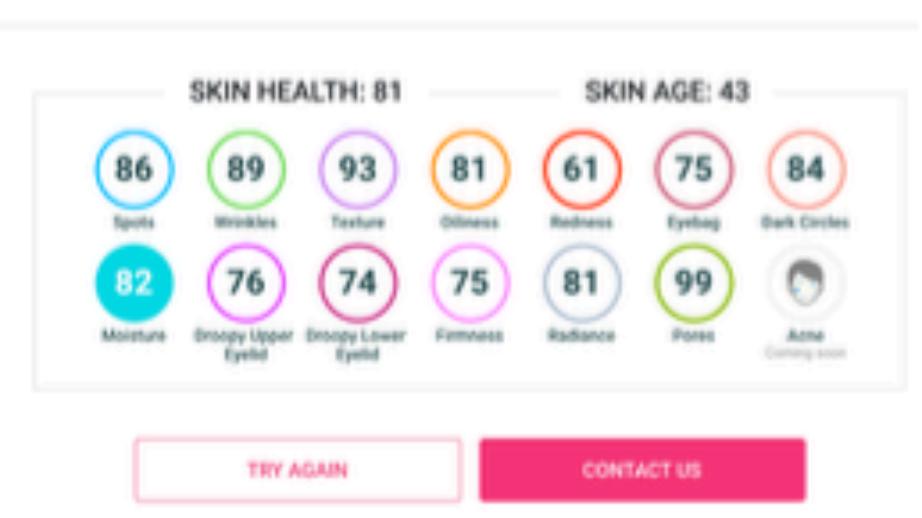
Innovate on personalisation

Different types of technique to understand customer's skincare routine, skin condition and skin goal

Quiz

The screenshots show two mobile application interfaces for a skincare quiz. The left interface displays a woman's face with a grid overlay for skin type selection. The right interface displays a man's face with a grid overlay for personal skin concerns.

Face scanning



Human-led consultation

The screenshot shows a website for GETHARLEY. It features a navigation bar with 'Login' and 'Book Your Online Consultation'. Below the navigation, there is a section titled 'BETTER SKIN HEALTH STARTS HERE' with four steps:

- STEP 1:** Tell us about your skin. It will match you with a clinician specialized in your skin type and provide you with an online video consultation. Book our network of experienced aesthetic doctors, plastic surgeons, and dermatologists.
- STEP 2:** Choose your slot. Our standard consultation with a clinician is 30 minutes at a time. Book a slot that suits you best. Book a slot with a Clinician or Dermatologist on 1110. If your decision is to book in for this, this can also help you step forward to secure an online treatment appointment with them through you.
- STEP 3:** Receive your skin health plan. Access your clinician's recommendations consisting of a treatment plan, skincare regime, and all tools to manage your skin health.
- STEP 4:** Enjoy our concierge care. Following your consultation, you will receive a concierge service that will assist you with any further treatments and all sorts of things you need to do to keep your skin healthy.

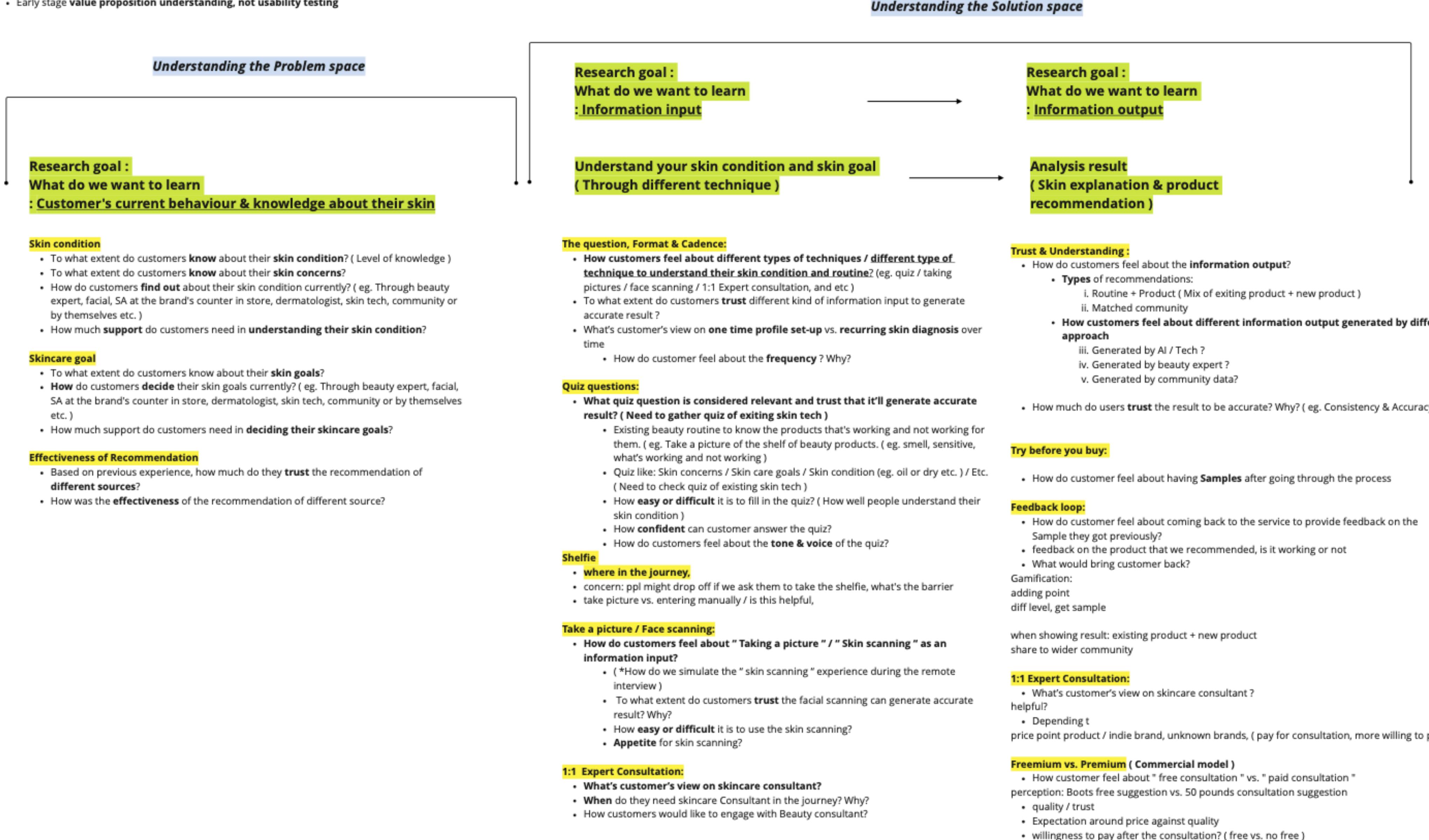
Below these steps, there is a section titled 'OUR NETWORK OF EXPERIENCED CLINICIANS' featuring four small portraits of healthcare professionals.

Overall research goal

- Understand how customers feel about the "Proposed value proposition" that help customer find the suitable skincare product. (understanding the desirability)
- Early stage value proposition understanding, not usability testing

Team sync : 30th.March.

(* This is not interview guide)



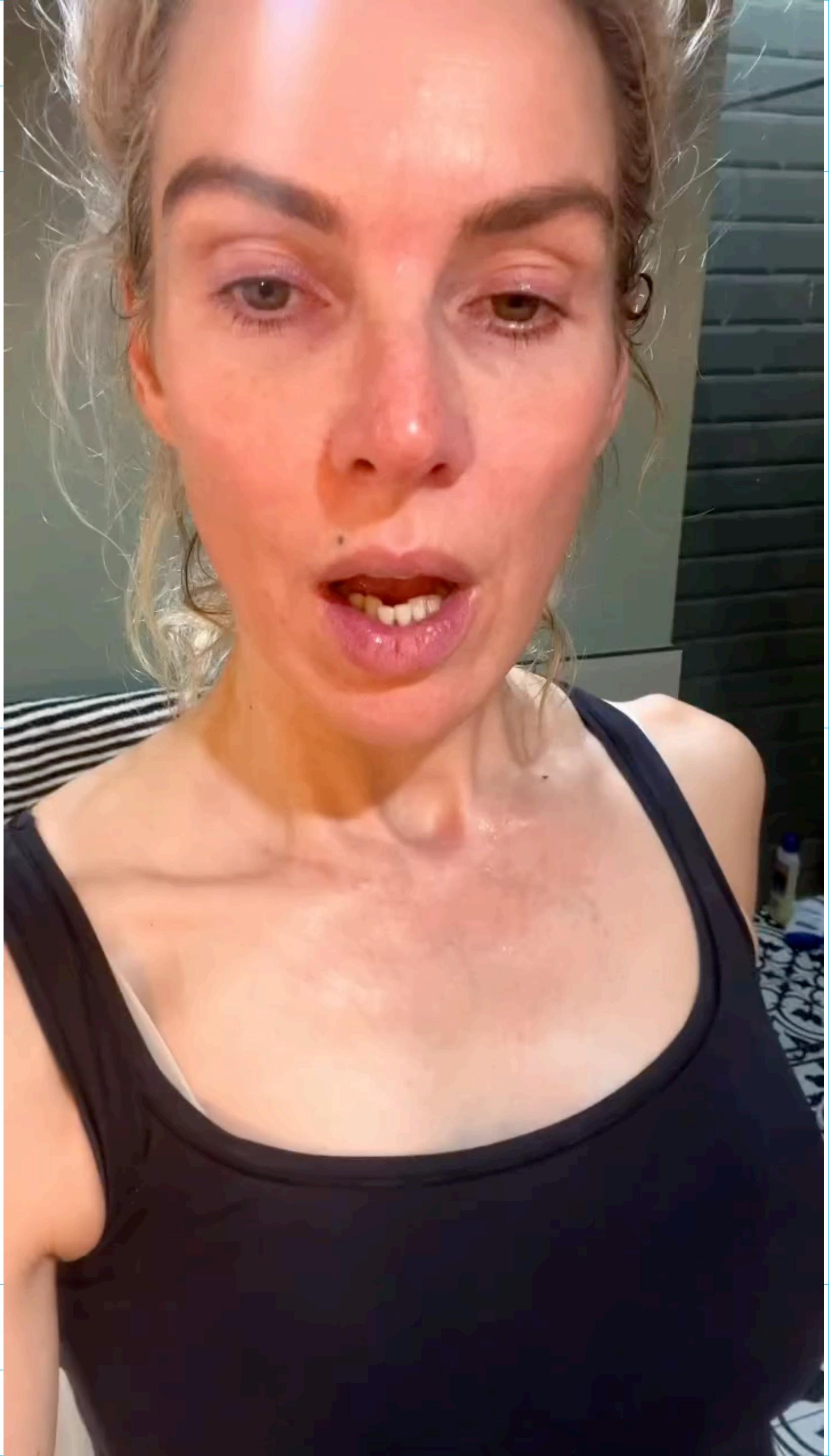
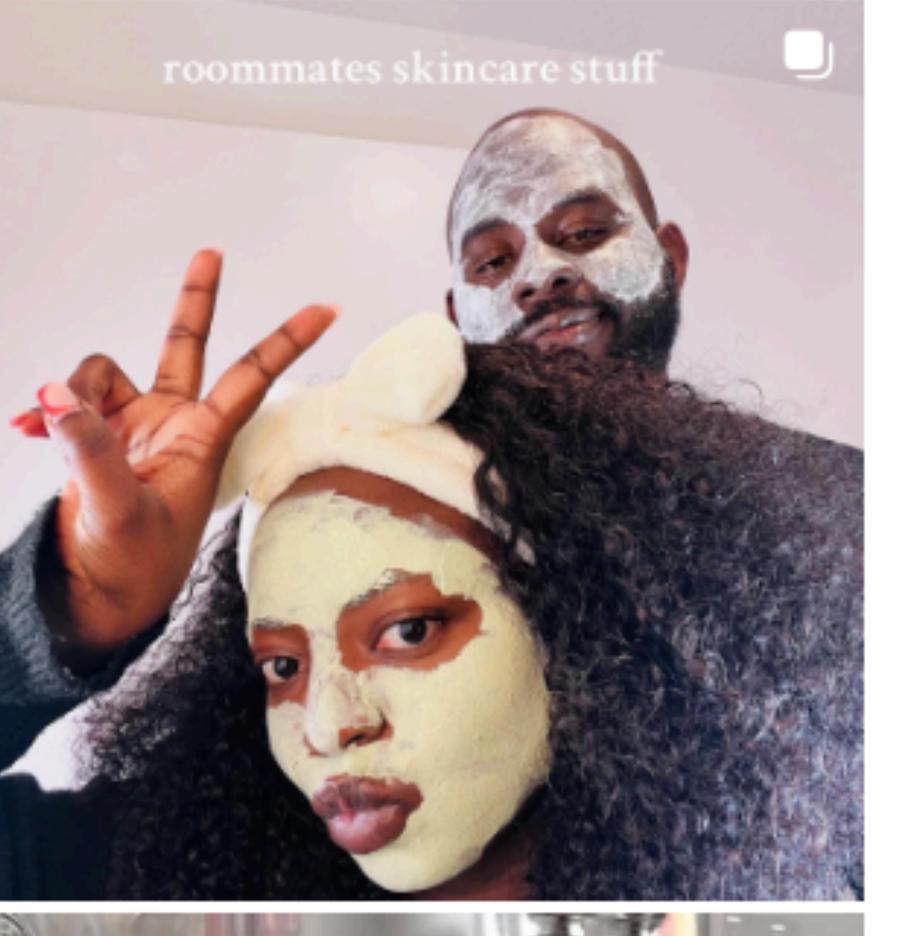
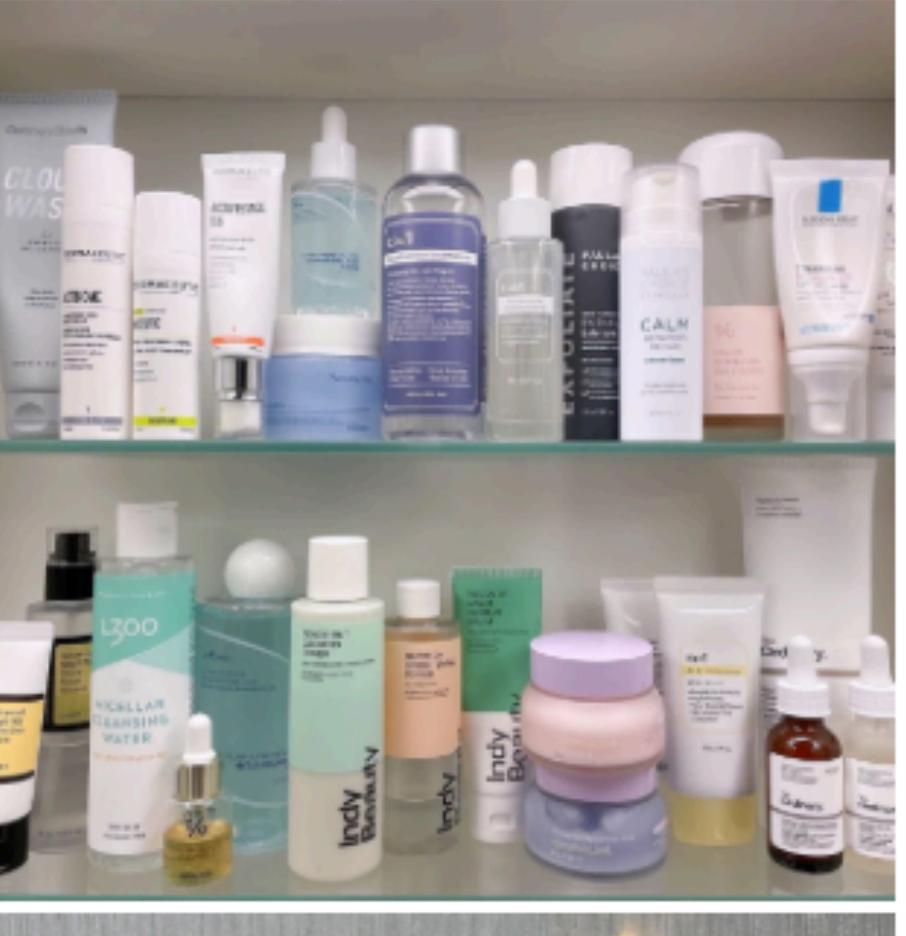
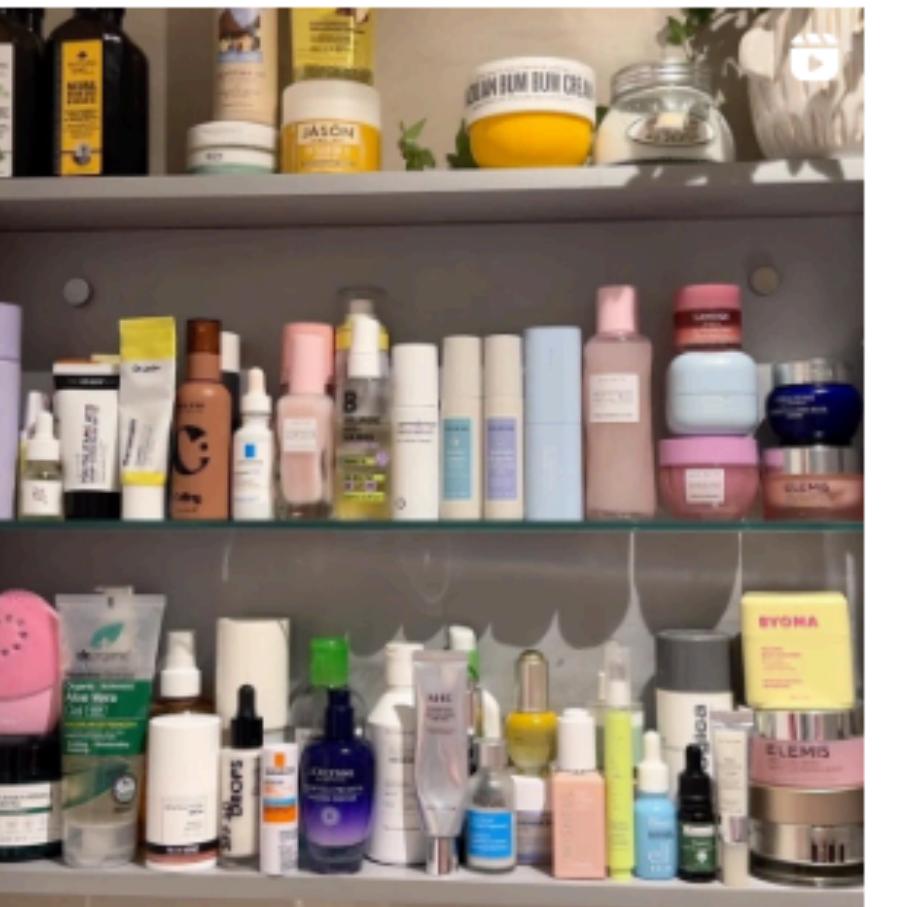


#skincareshelfie

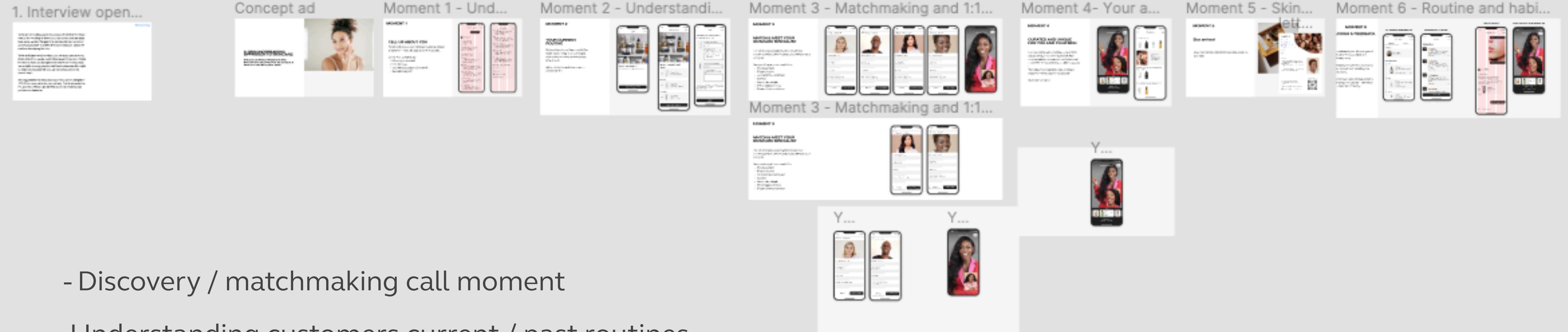
83,990
posts

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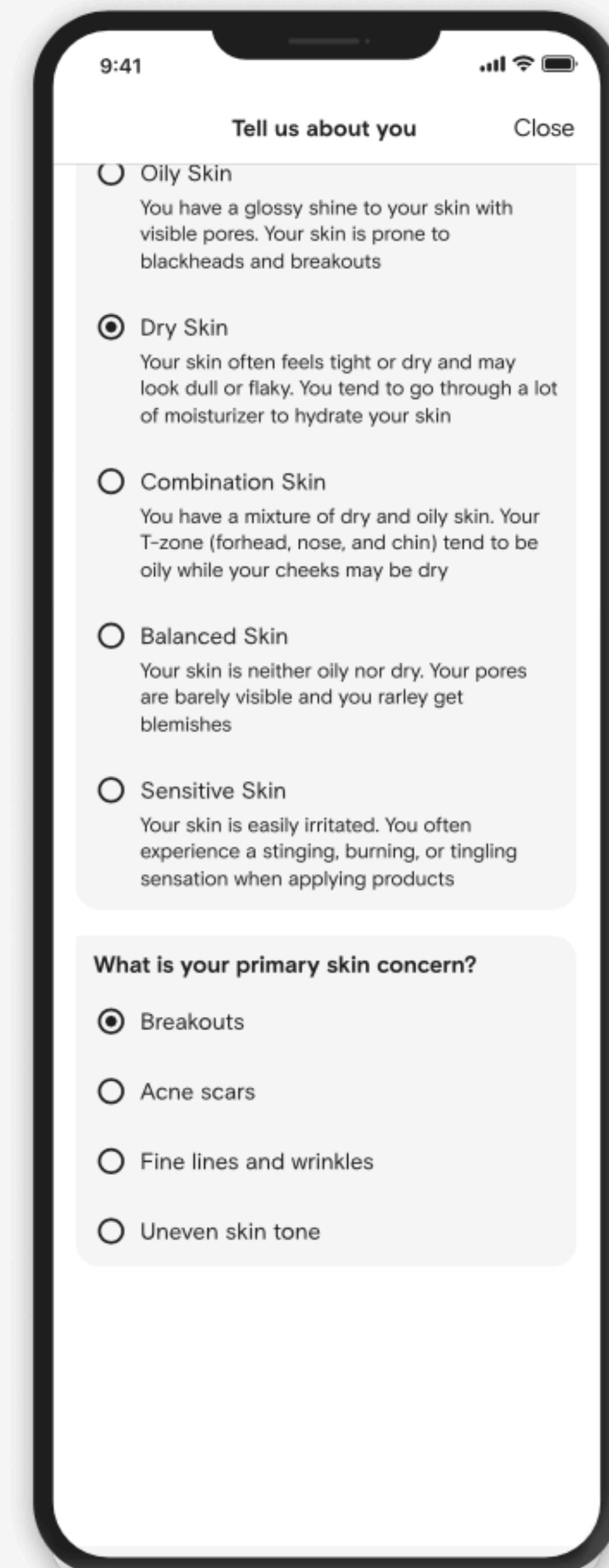
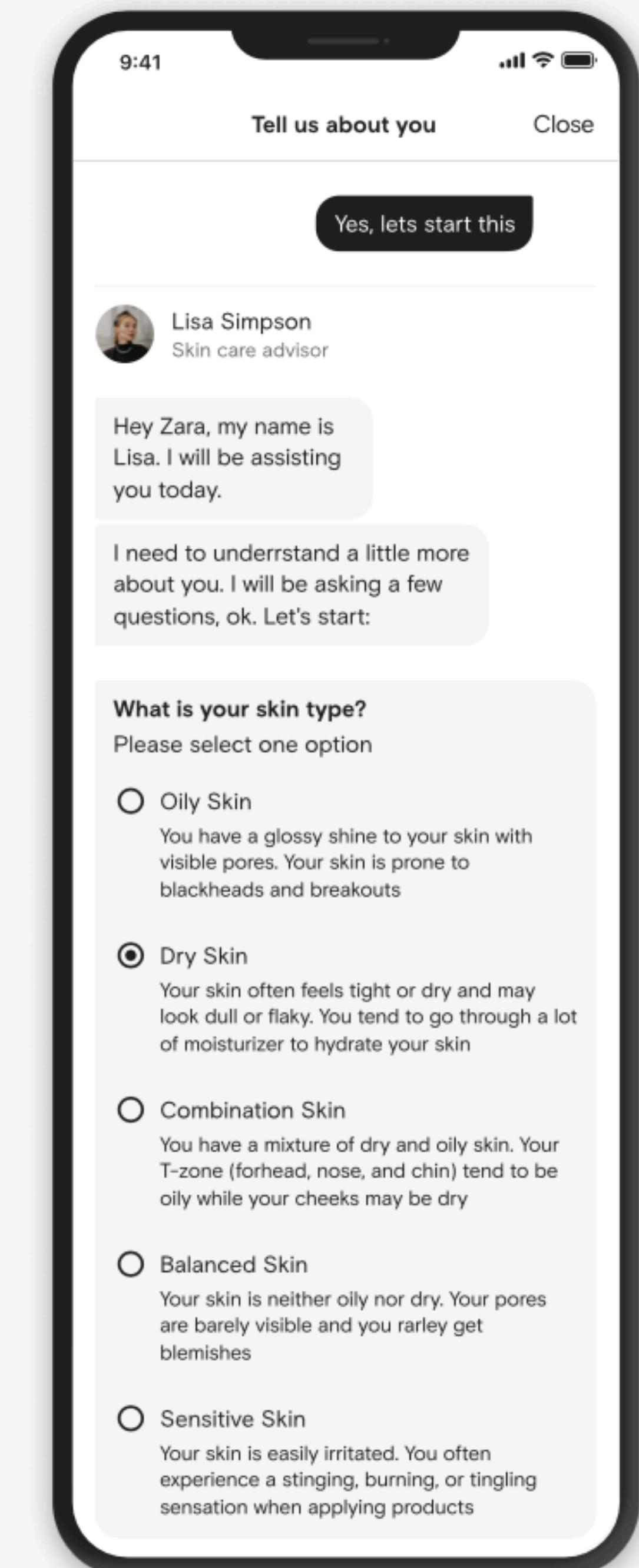
Top Posts

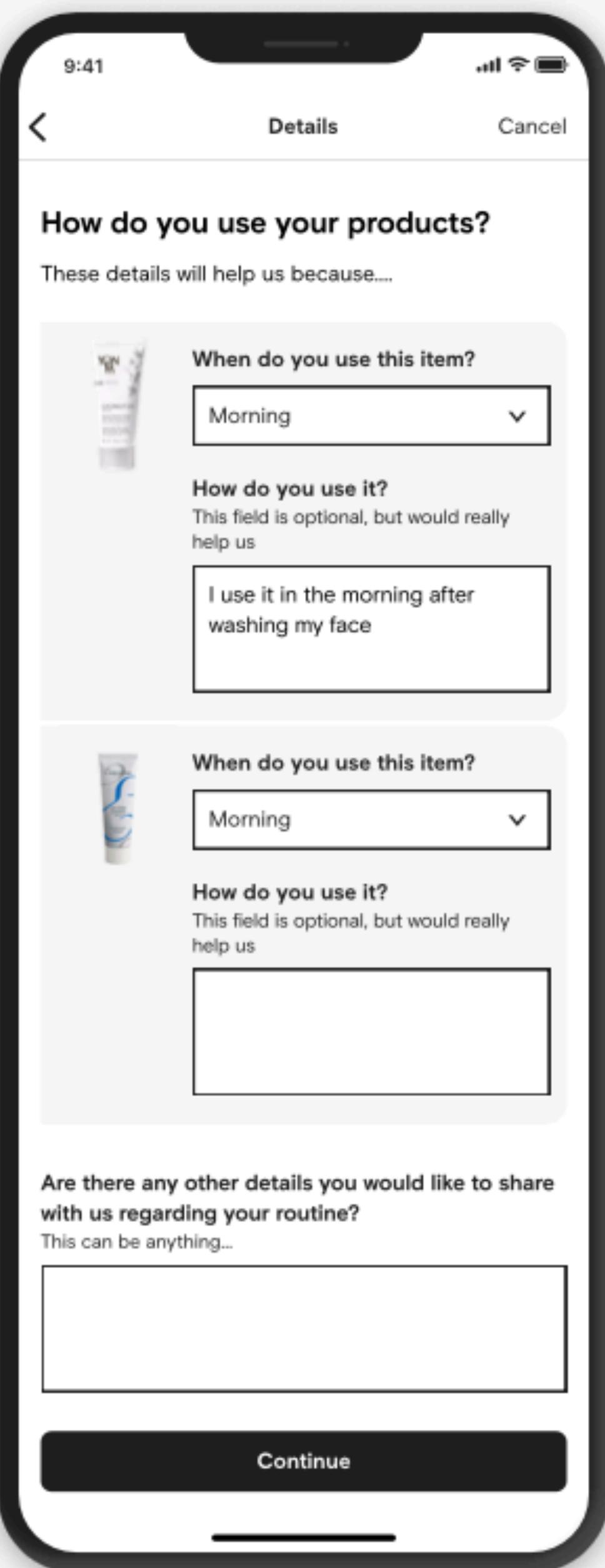
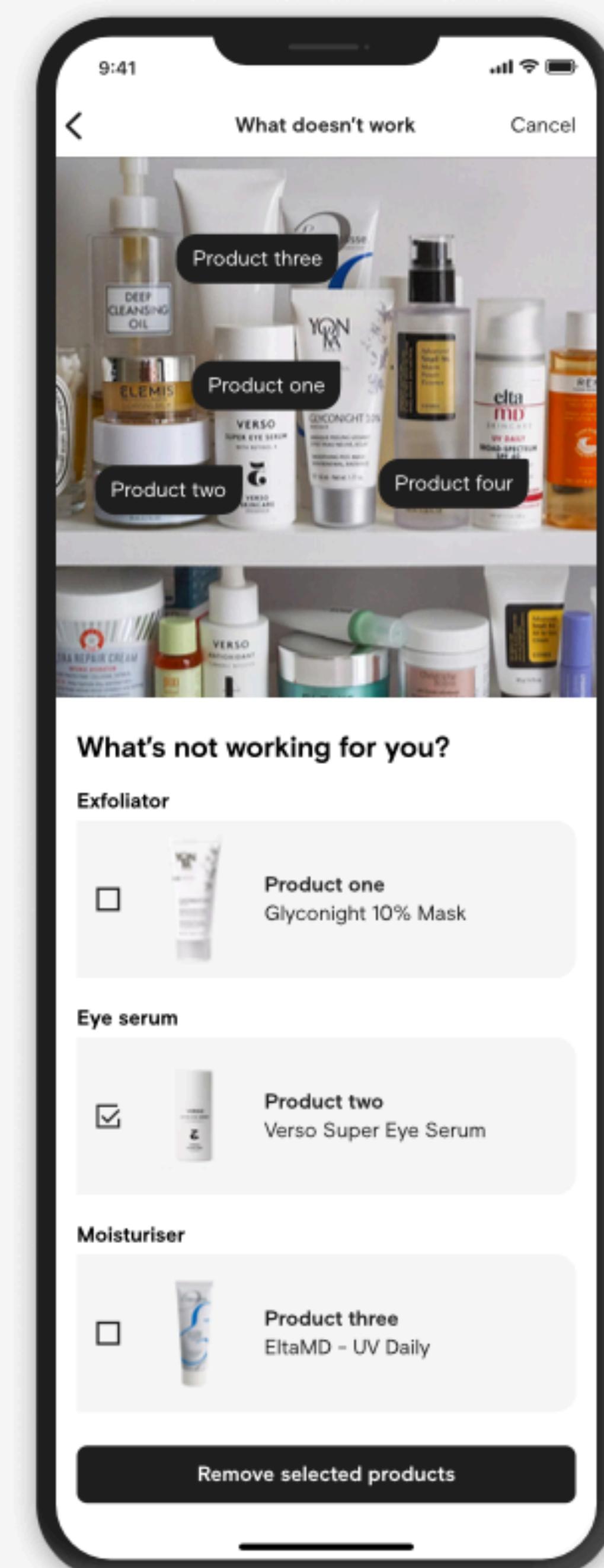
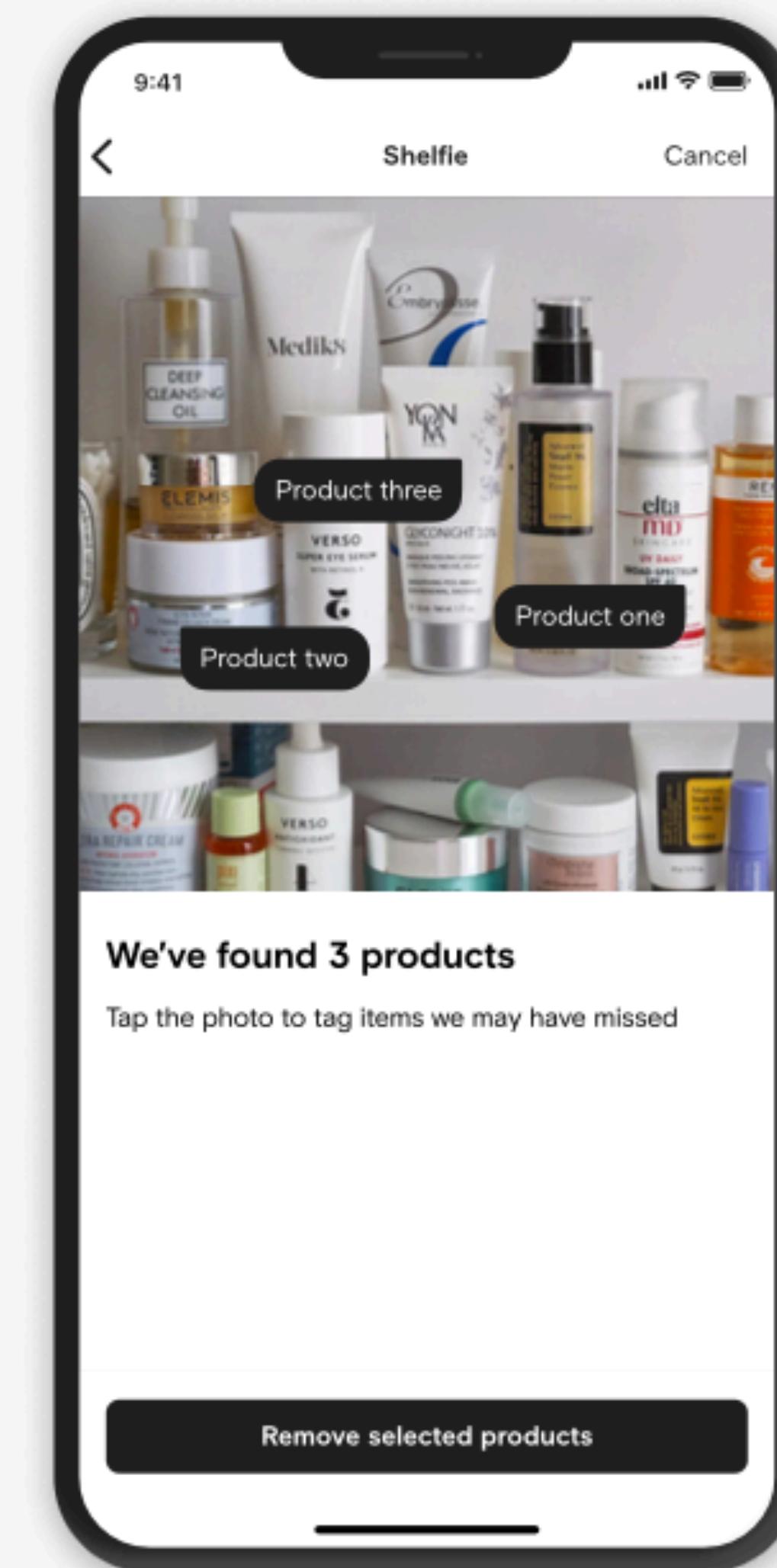


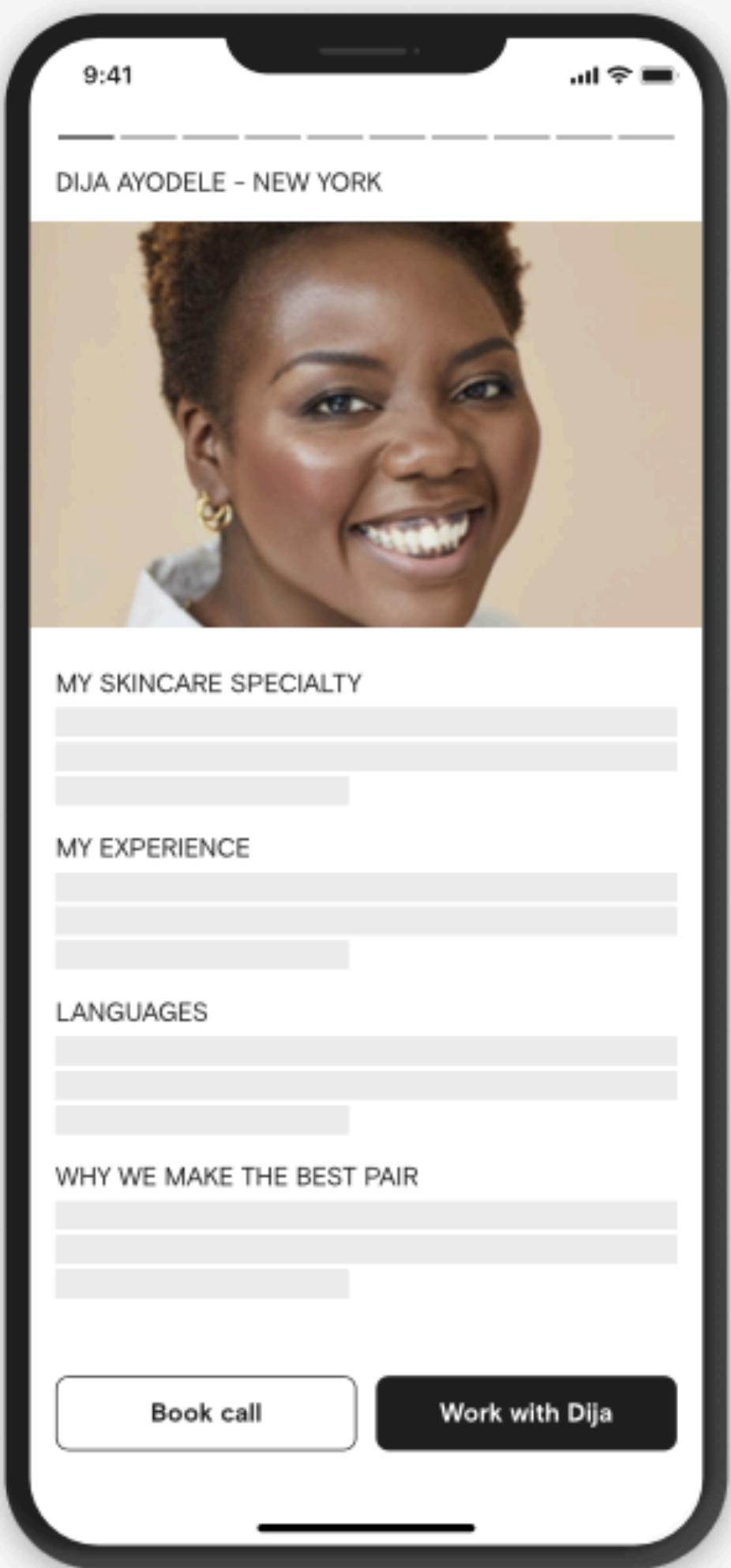
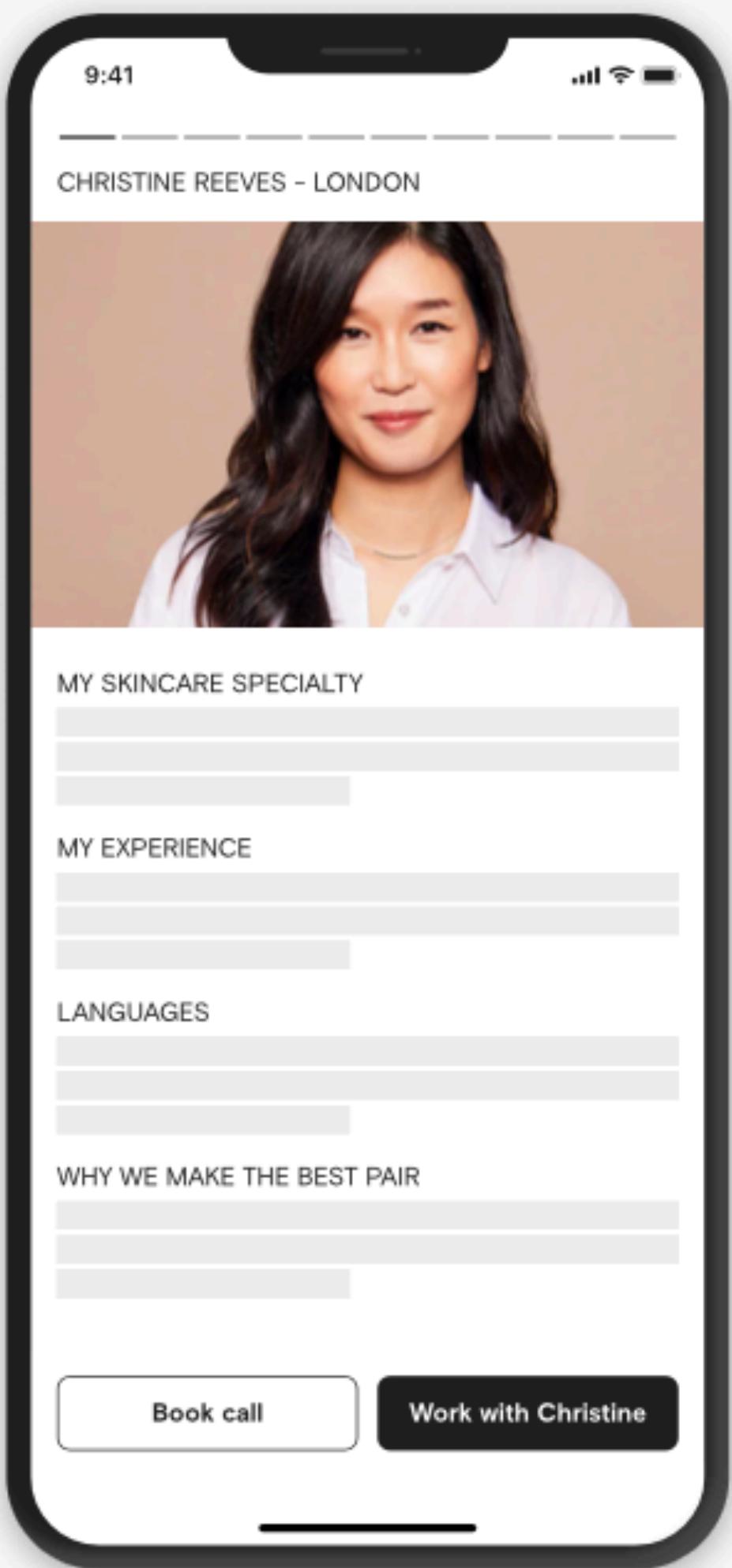
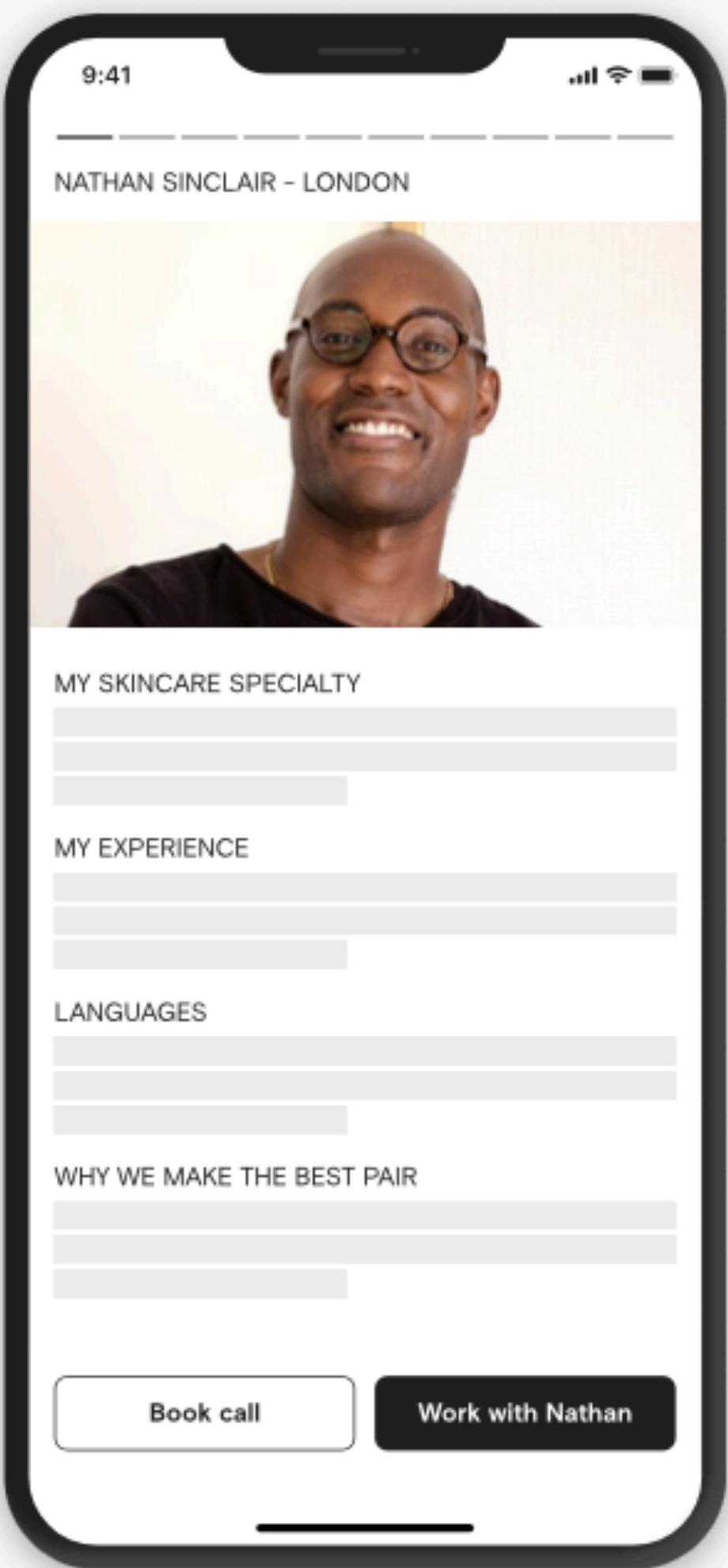
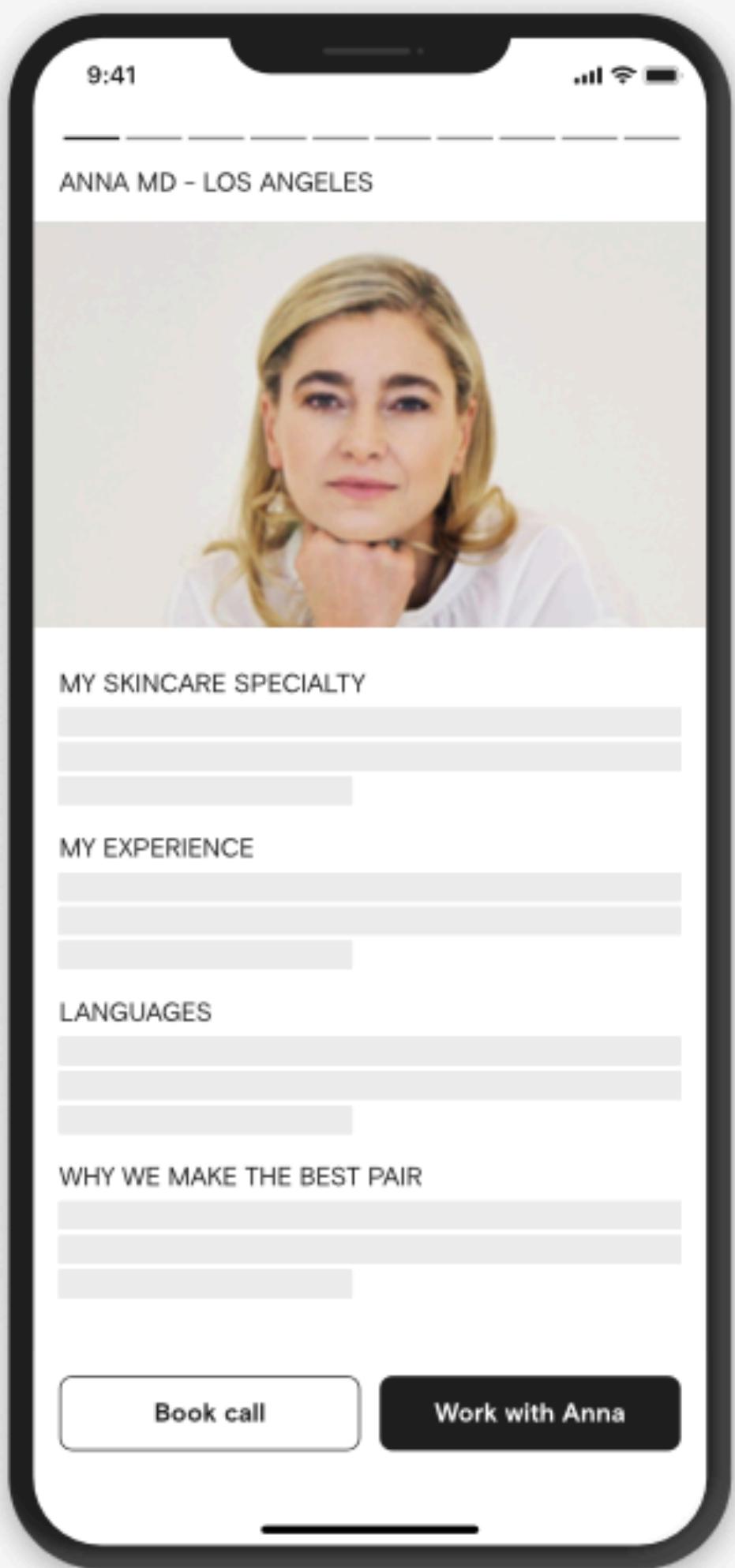
six key moments

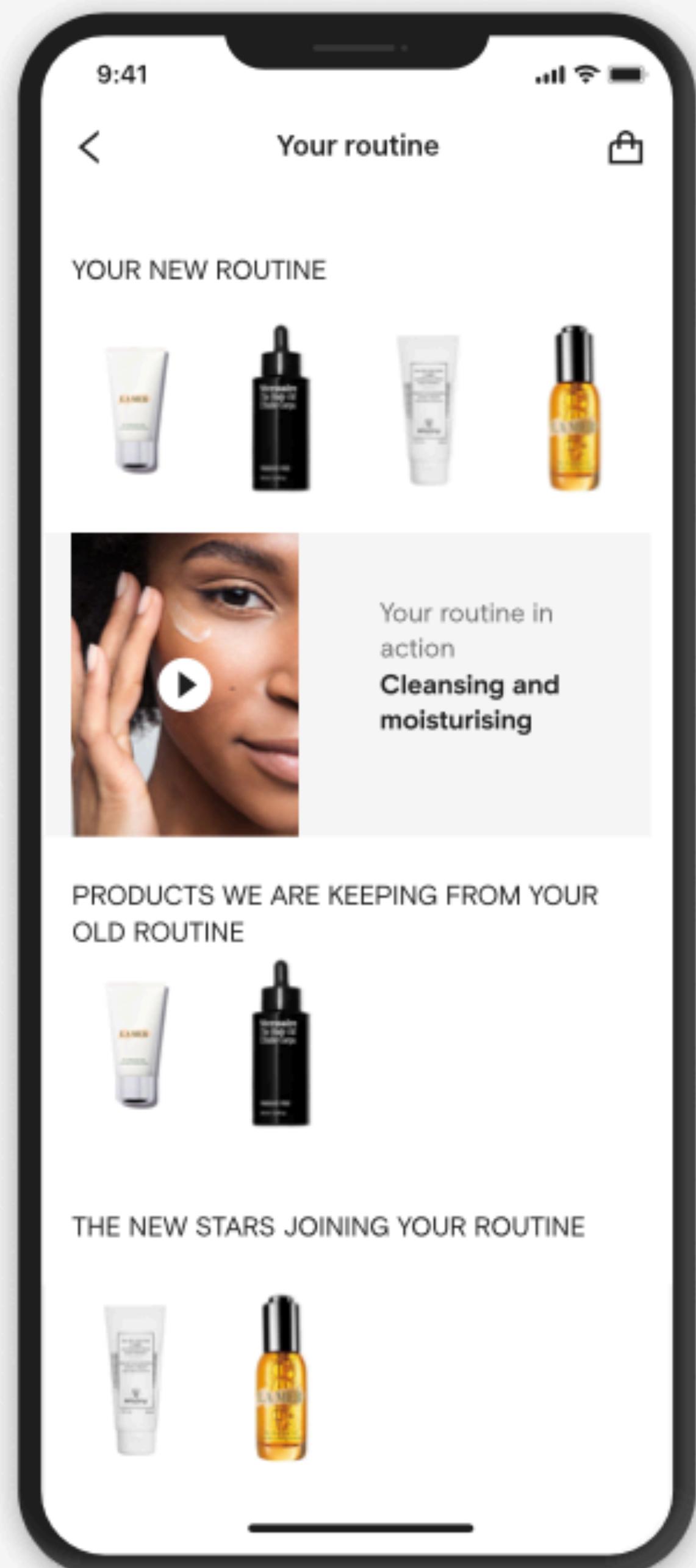
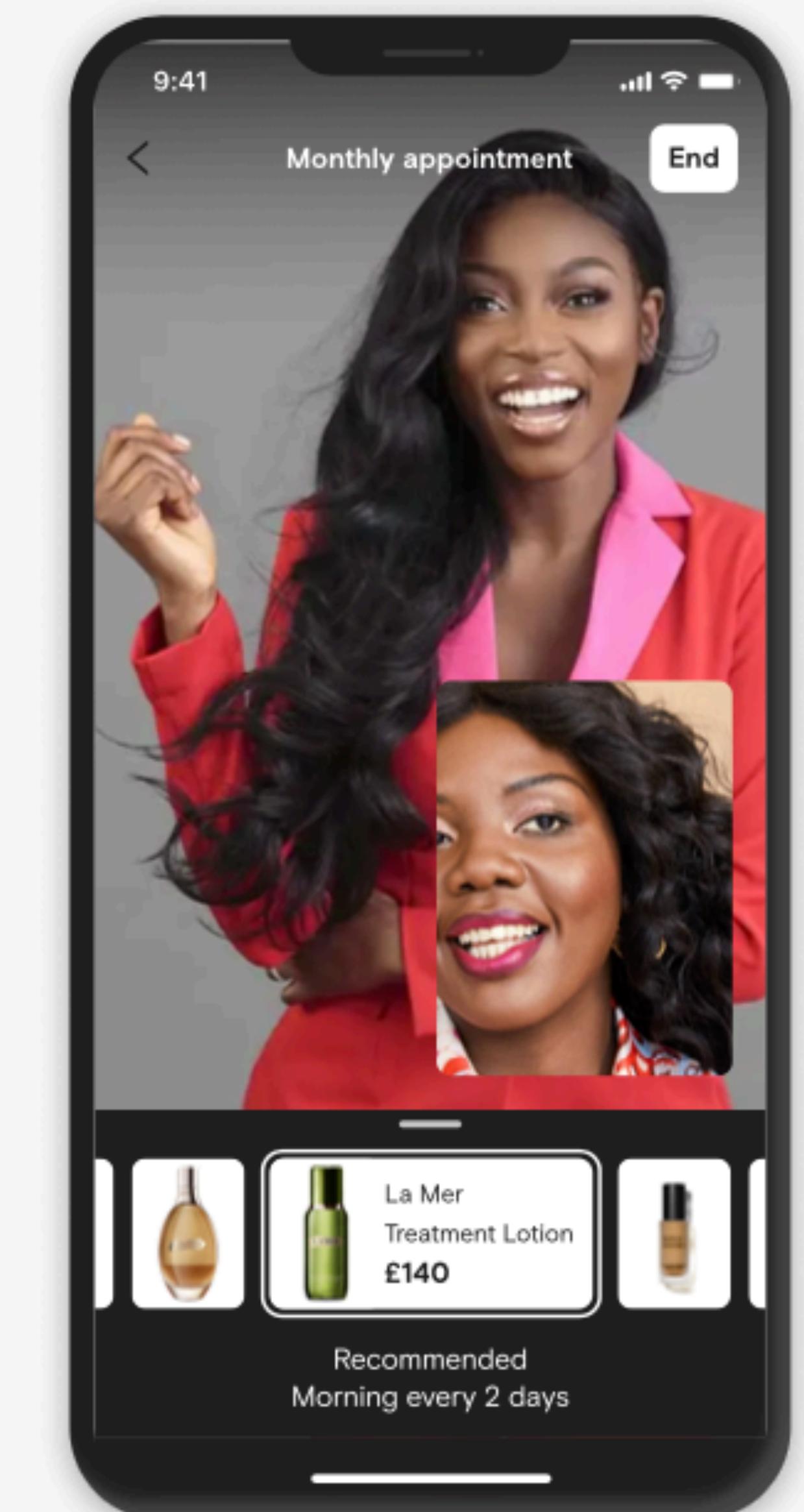


- Discovery / matchmaking call moment
- Understanding customers current / past routines
- The diagnosis / consultation
- The new routine / products
- The trial and learn
- The habit forming and feedback

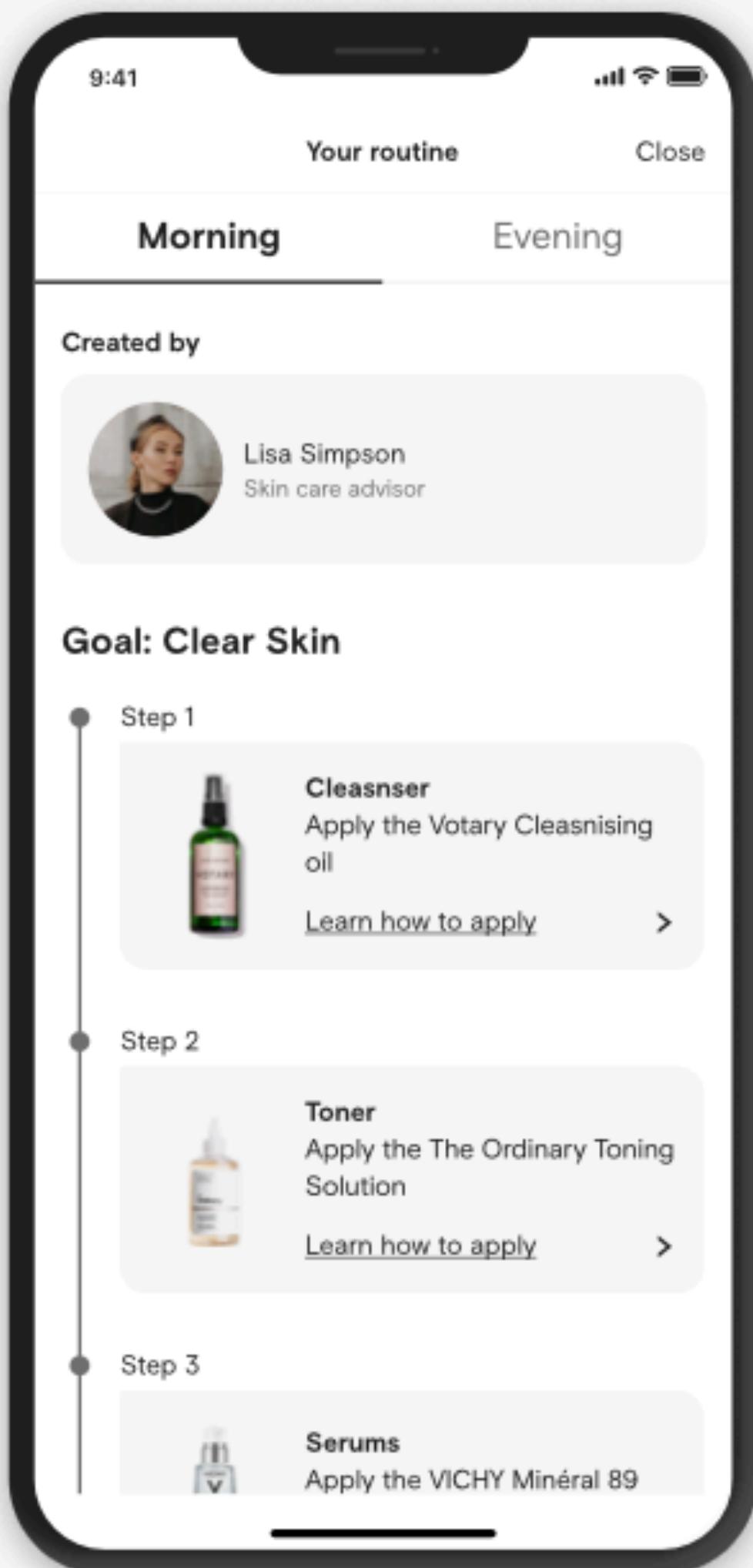




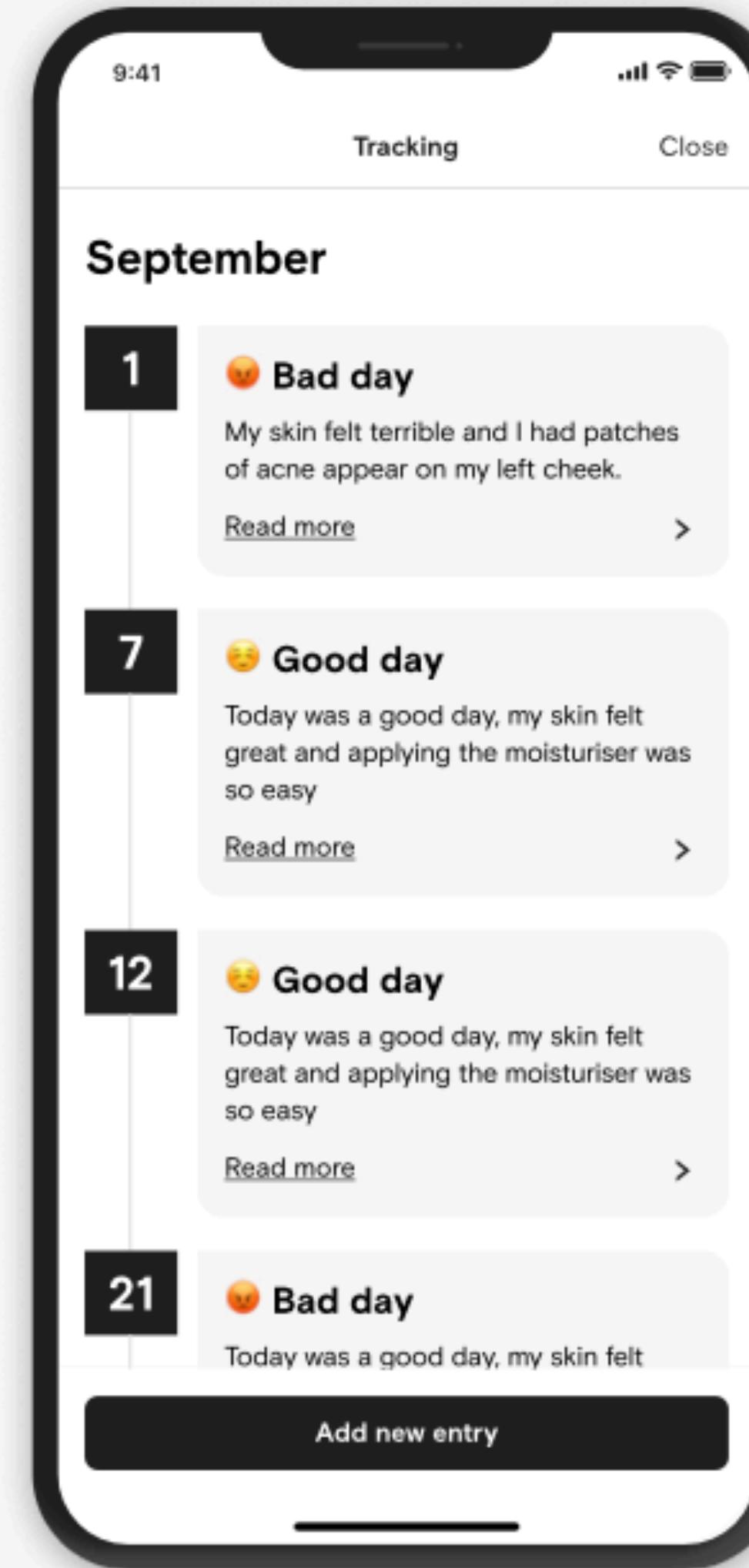




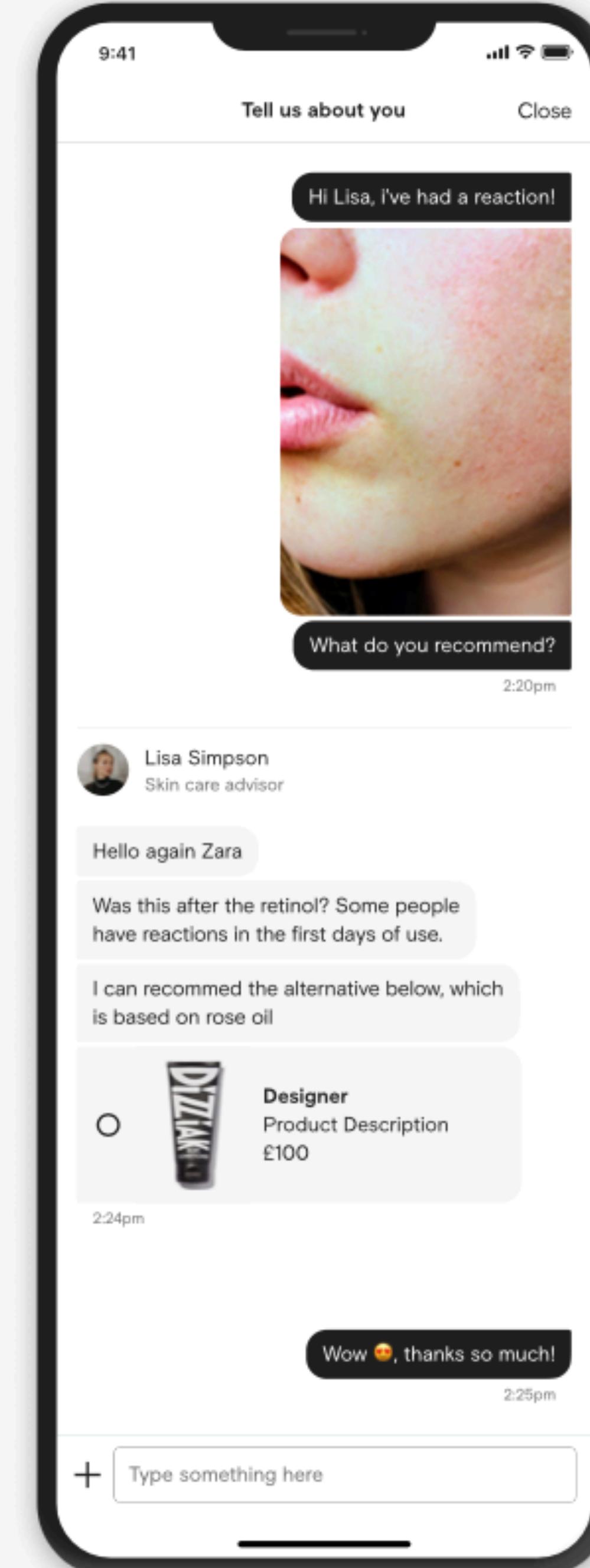
FOLLOWING YOUR ROUTINE



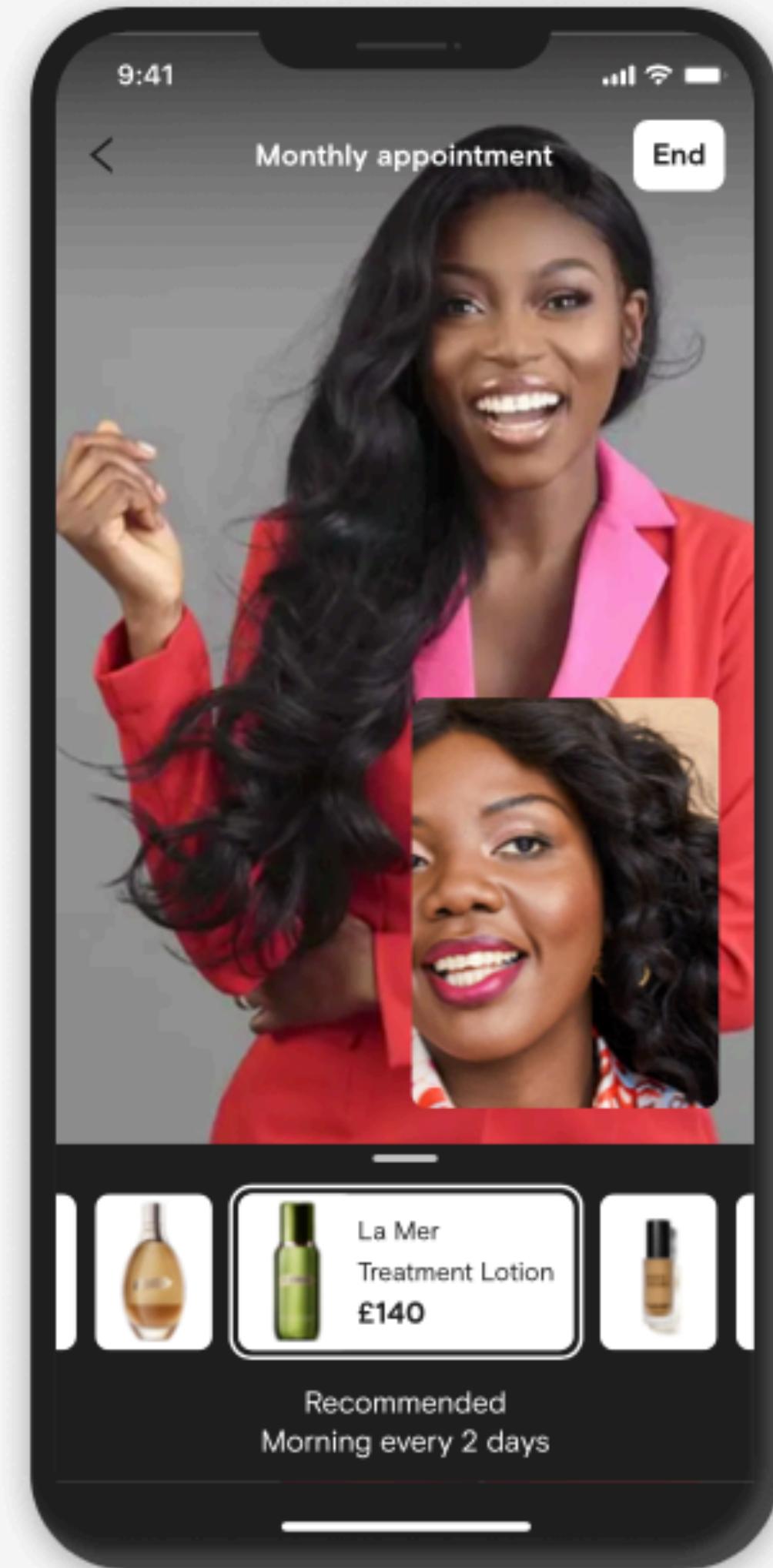
REFLECTION MOMENTS



REACHING OUT



CHECK IN WITH YOUR SPECIALIST



My role:

Design Lead

Product Design:

Dannyu Long, Paddy Cole, Nadia Carmo

User Researcher:

Ruby Hso

Open Innovation:

Alfredo O.

thank you

hello@danielsouza.org