HENRIQUE FREITAS SOUZA

Growth Hacking Analyst

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Professional Experience

Jüssi | Senior CRO Analyst   **March/2017 - Now**

I plan and execute CRO strategies for e-commerces. I collect and combine quantitative and qualitative data through analytics, heat map, session recording and user research methods to combine them with inferential statistics. I use that data to generate hypotheses and execute smarter A/B tests.

Conversion Chef | Lead UX Designer   **December/2016 - May/2017**

I've co-founded Conversion Chef, a CRO agency together with two business partners. I've done UX research and AI designs and A/B tests for startups and small to medium sized e-commerces.

IaaS Analyst | Nestlé   **September/2014 - December/2015**

I've delivered proper infrastructure for physical sites across Brazil required to start new operations. I was also the representative cloud solutions coordinator for Brazil, ensuring that cloud applications were under proper security standards before being available to the business.

SAP Analyst | BASF   **August/2013 - August/2014**

I've worked with internal clients to adapt SAP and legacy systems to evolving business needs. I've done user research for SAP changes and tested them after development to ensure the required quality before deploying.

Full Stack Developer | Addbiz   **July/2010 - July/2013**

I've worked in the first supermarket e-commerce developed in Brazil building hotsites, e-mail marketing campaigns, product banners and maintaining applications with C# and PHP.

Education

Gama Academy | Product Management   **July/2017 - August/2017**

Tera Skills | UX Designer   **February/2017 - March/2017**

Gama Academy | Designer - Hipster   **September/2016 - October/2016**

FIAP | Information Systems   **February/2012 - December/2015**