

# HENRIQUE FREITAS SOUZA

## UI/UX DESIGNER

### PROFILE

**Phone** +55 011 95435-5406  
**E-mail** henrique@henriquefreitas.com.br  
**Portfolio** henriquefreitas.com.br  
**LinkedIn** linkedin.com/in/henriquefreitassouza  
**Address** Taboão da Serra, SP, Brazil

### PITCH

I'm a UI/UX designer who wrote many lines of code and worked at Fortune 100 companies. Today I research, build and test new ideas for web and mobile products and analyze data to generate useful insights on how to improve user experience.

### EXPERIENCE

**Conversion Chef | UI/UX Designer** 2016 - Now

I create and test hypotheses based on data collected through the CRO process, perform A/B tests and heuristic analysis, design information architectures and redesign websites.

- Learned the fundamentals of CRO
- First UI/UX professional at the company

**Nestlé | Project Manager** 2014 - 2015

Managed infrastructure projects and represented Brazil as cloud solutions coordinator. Implemented and managed the cloud security process; managed CAPEX execution.

- 3 projects delivered
- 15 cloud security controls applied

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

Designed and created UIs and graphic assets for hotspots, banners and e-mail marketing campaigns for an e-commerce. Developed hotspots using HTML, CSS, JavaScript, C#, PHP, MySQL and SQL Server.

- Learned much about many modern technologies
- Deployed hotspots for an e-commerce with 200.000+ users/month

### EDUCATION

**Designer | Gama Academy** 2016

5 weeks course immersed in the startup ecosystem along with successful CEOs and designers to learn the required soft and hard skills to work at startups.

- One of the 100 selected over 5412 candidates
- 3rd in the rank of best design students

**Information Systems | FIAP** 2012 - 2015

Bachelor's degree.