

Lucas Souza

Product designer | UX/UI specialist

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Formation

Technology in graphic design
2017 – 2018 | UNINOVE

Certificates

UX design
2024 | Google

UX formation
2023 | Alura

Art direction
2020 | Navega

Management and leadership
2024 | G4 Educação

Skills

UX design, UI design, Art direction, Leadership, Design thinking, UX writing, Design sprint, Visual design, Branding, Design system, Strategic design, Motion design, HTML, CSS.

Tools

Figma, XD, Photoshop, Illustrator, Notion, ClickUp, Miro, After Effects, Visual Studio.

Idiomas

Portuguese | Native
English | Fluent

Professional experience

RT Publicity

2023 – 2024 | Lead art director

I led the design team, accelerating internal processes through meticulously planned information architecture. I significantly reduced client-requested changes by proactively engaging in strategic meetings. I boosted the efficiency of our artistic development processes with the effective use of artificially generated images. My expertise not only elevated the quality of work but also substantially accelerated our delivery timelines, consolidating me as a visionary leader and exceptional executor.

RT Publicity

2019 – 2023 | Art director

As Art Director at RT Publicity, I was tasked with contributing to the creation and execution of advertising campaigns, social media posts, and branding strategies. Working closely with the design team and clients, I actively participated in developing innovative visual concepts to effectively promote the represented brands. From conceptualization to production, I was involved in every stage of the process, ensuring that quality standards were maintained. Additionally, I played a significant role in defining the visual identity of the brands, creating distinctive visual elements that helped strengthen their presence in the market. My creative approach and attention to detail were instrumental in the success of campaigns developed by RT Publicity.

Side projects

Diagonal

2023 – present | Co-founder & Head of design

As a co-founder and head of design at Diagonal, I lead a team of talented designers to create exceptional user experiences. I implement a user-centered approach in all our projects, ensuring that our products are intuitive and engaging. By integrating cutting-edge technology and innovative design practices, we not only meet but exceed customer expectations. My visionary leadership and commitment to design excellence are fundamental to establishing Diagonal as a reference in the technology and UX industry.