



Wandher Souza
 User Experience Designer
 South Florida

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Summary

Highly skilled and proactive UX Designer with 8+ years of proven end-to-end experience to create user-friendly and appealing application interfaces based on user-centered design principles. Strong communication skills ensure transparency while partnering with stakeholders to discover, build, improve and expand the user experience. Clear vision of technologies allows seamless team collaboration with developers. Up-to-date knowledge of Sketch, InVision, Axure, and Adobe products.

UX Designer

Ultimate Software

Jul 2017 - Present Weston, FL

- Lead all design activities for the Onboarding team working in an agile environment in collaboration with Business Analysts, Architects, Software Engineers, Quality Assurance Engineers, Product Managers, and User Experience Researchers. Main activities include: Creating customer journeys, conducting design sprints, designing solutions, building interactive prototypes, and validating solutions with customers.
- Played important role that drove the Onboarding product to become leader on the G2 Crowd and recognized by industry analysts as the best Onboarding solution in the marketplace.
- Passionate about practicing human-centered design methodologies and applying collaboration techniques within our cross-functional teams.
- Implemented the Design Sprint process in our domain, acting as both facilitator and designer so we can solve problems faster and achieve better results.

UX / UI Designer

Motionborg, Inc.

Jul 2011 - July 2017 Pembroke Pines, FL

- Led a small team of user experience designers and developers. Provided requirements and resources; empowered the team to propose innovative solutions that addressed customer challenges; drove projects to a timely completion.
- Created concepts, sketches, wireframes, and prototypes to help customers visualize and immerse themselves in future experiences.

Expertise



Work collaboratively on a interdisciplinary product team



User-centered approach to visual design



Knowledge of file formats and trade-offs



Usability testing principles and methods



User modeling, persona and scenario creation

Certification



Design Sprint Facilitator

2018 - Florida
 Lightstarters

ScrumMaster® (CSM)

2017 - Florida
 Scrum Alliance

UX Design Conference

2017 - Florida

Nielsen Norman Group

Art Director

The Law Office of Jonathan Kline, P.A.

📅 Jan 2007 - Jun 2011 📍 Weston, FL

- Assemble and manage teams of designers, copywriters, and programmers based on project goals. Analyze monthly metrics, statistics, ad campaigns, and manage budget of the entire marketing plan.
- Create design prototypes, including graphic design, site navigation, collateral, and layout of content for the Law Firm marketing department.
- Set-up, monitored, and reported metrics through Google Analytics to determine lead generation, drop-off rates, and pain points in user flows in order to increase ROI.

Assistant Brand Manager Marketing

Fast Copi Centers, Inc.

📅 Oct 2004 - Nov 2006 📍 Fort Lauderdale, FL

- Manage projects that included Franchisor's marketing strategy, web development, graphic design, marketing collateral for franchise exposure, and franchise trade shows.
- Responsible for successful execution (on time, within budget) of all digital marketing projects. Maintain awareness of markets, industry trends, competitor activities, and execute corporate strategic direction.
- Bolstered brand awareness through visual advertising, marketing, printing, interactive applications, and media publications.

Design / Tools / Skill

Sketch 

Axure 


InVision 

HTML & CSS 

Adobe XD 

Adobe Illustrator 

Adobe Photoshop 

Pen & Paper / Whiteboard 

Languages



English
Fluent

Spanish
Professional working

Portuguese
Native

Education



Multimedia Technology
Digital Media

📅 2004 - Pembroke Pines, FL
Associate of Applied Science
Broward College

Business Administration

📅 2001 - Brazil
Bachelor Degree
Gama Filho University

Awards



Onboarding Team Product

📅 2018 - Florida
Ultimate Software

BCC High Honors

📅 2004 - Florida
Multimedia Technology
Broward College