



SUMMARY

I'm a Brazilian born, American bred minimalist and mobile-first design enthusiast with a real passion for user-centered design solutions.

By using human-centered design, I'm able to innovatively strategize, conceptualize, and ultimately deliver truly engaging customer experiences throughout a product's lifecycle.

CONTACT

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@SOUZAWHO



EXPERIENCE

2018 – present

Google
Interaction Designer

2017 – 2018

Toyota
Senior UX Designer

- Introduced design philosophies for flexible design architecture
- Contributed to the launched of 3 major enterprise system modules

2015 – 2017

JCPenney
Mobile UX Lead

- Contributed to a significant increase of CSAT and loyalty enrollment
- Obtained sponsorship from senior leaders for a major redesign

2014 – 2015

Southwest
Visual Designer

- Led design that increased conversion rate for all marketing e-mails
- Optimized forms, landing pages, and booking flow for Southwest.com

2013 – 2014

AdvoCare
UX Designer

- Led multiple digital campaigns leveraging usability studies and CSAT
- Oversaw partners to ensure cohesive experience throughout products

EDUCATION

B.A. Arts & Technology

University of Texas at Dallas
Cum laude honors
Phi Theta Kappa

Agile & SCRUM Certified

Scaled Agile, Inc. & Scrum, inc.

TOOLS & METHODS

Formative Research

User Interviews
Competitive Analysis

Generative Research

Affinity Diagramming
User Personas
Journey Mapping

Summative Research

Usability Testing
Heuristic Evaluation
Cognitive Walkthrough

Design & Prototype

Sketch, Studio, Adobe XD,
InVision, Principle, Flinto