

Jorge De Sousa

User Experience · Interface · Interaction · Measurement · Research · Build

Evidence-driven multidisciplinary designer solving problems that matter.

RECENT EXPERIENCE

Moneyfarm Lead Designer **CONTRACT** London/Milan, Nov 2016 – Present

Responsible for developing the global visual language for Moneyfarm's product portfolio across web and mobile. Tasked with developing compelling and inspiring design concepts to redefine the way we understand and engage with investment products and tools.

Implements creative ways of engaging with customers on a visual and emotional level to champion transparency, empathy and financial empowerment. Leads research to identify scenarios that requires immediate attention within the main web and mobile products in both UK and Italy.

Works internally with management team and wider staff to inject good user-centric UX strategy across the business. Also with financial advisors to ensure applications are legally compliant, highly transparent and empowering to new investors.

Karhoo Senior Designer & Studio Manager London/NYC, Mar 2016 – Nov 2016

Led customer satisfaction, acquisition, conversion and retention through iterative improvements to Karhoo's user experience across iPhone, Android and web apps.

Managed in-house multidisciplinary design team of 8 – spanning in London, New York City, Singapore and Tel Aviv – in creating innovative and scalable design solutions for vastly different users with unique needs across the world.

Led team in working toward precise commercial targets, particularly within acquisition and retention. Also in developing of dynamic in-house field research capabilities that focused on the immediate nature of Karhoo's services.

Was tasked exclusively in developing and designing the innovative Karhoo web app from ideation and research to final interactions. Worked within dev team in Tel Aviv in fulfilling and optimising key targets and metrics.

Foolproof UX/UI Design Lead London, Mar 2015 – Mar 2016



Created best-in-class designs for the next generation of financial, banking and gaming apps, tools and devices. From complexity to clarity, translated business requirements into highly usable and delightful experiences. Responsibilities included measurement, ethnographic and evaluative research, rapid interactive prototype creation and code-ready UI design for many platforms.

Led in Foolproof's award-winning user research labs in gathering industry-altering insight, Moderated or provided stakeholder live-analysis and iteration in hundreds of user sessions. Leveraged findings in fast design experimentation sprints.

Used data, insights and user needs with business goals and values to create verifiable improvements to products and experiences. Developed wireframes and similar IA and UX documentation for use by external development and design teams.

Worked within subsidiary Knit in designing creative technology for physical spaces for clients such as PlayStation and Walmart.

Connaught Senior Designer & Front-End Developer London, Aug 2013 – Feb 2015



Led UI/UX design and front end development for clients ranged from small start-up businesses to large global and educational organisations.

Responsible for all aspects of all UI, interaction and UX design. Led projects from brief through to delivery, continuously involving key stakeholders through creative whiteboard sessions, hand sketches and other tools.

Conducted research on markets and competitive landscapes. Produced usability and task flow analyses using pen portraits, personas and user journeys. Provided design thinking consulting services in highly sensitive companies across private and public sectors.

RPC Studio Senior Designer **CONTRACT** London, Oct 2012 – Nov 2013

Delivered interaction and compelling visual design for luxury brands. Designed and developed device-agonistic solutions while applying project management skills to ensure delivery within deadlines. Led workshops on embedding user-centric UX across departments. Advised on digital marketing, branding, content management, SEO and localisation. Mentored companies on developing efficient and harmonious globally distributed design teams.

Mirai Senior Designer Madrid/Barcelona/Paris, Mar 2011 – May 2012

Led digital design with a focus on scalability and pattern libraries for over 100 hotels and resorts in the EU. Produced and tested concepts, designs and prototypes with real and prospective users that led client Playa Senator to increase bookings by more than 400% in the Spring of 2012 alone.

Delivered accessibility enhancements to the most widely-used online booking system in Spain and France through task flows, journeys, storyboards and high-fidelity prototypes. Evangelised UI design standards and visual localisation considerations via ethnographic evaluations.

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PORTFOLIO

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Email for work access

CAPABILITIES

Design

User Experience
Interface
Interaction
Brand
Motion
Creative Tech

Strategy & Planning

Design Strategy
Experience Strategy
UX Measurement
Formative Research
Evaluative Research
Field Research
Market Segmentation

Management

Talent Development
Research Development
Global Alignment
Recruitment
Mentoring
Levelling and Structure

Build

Development Scoping
Front-End Development

TEACHING

English Through Design

Thailand	2012
Tokyo	2012
Madrid	2011
Caracas	2011

LANGUAGES

English	Native
Spanish	Native
Portuguese	Conversational
Arabic	Basic

EDUCATION

BA Honours, History

University of Connecticut
Summa Cum Laude
2007 – 2010

also... **Promoactiva**  CARACAS, 2011

Sparklight Studios  NYC/CT, 2007 – 2011



Think green, don't print!