



Wandher Souza (CSM)

UX / UI Designer

Fort Lauderdale / Miami

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Summary

I am a User Experience and Visual Designer, with a proven history of creating cutting edge interface designs and information architectures for websites and mobile applications through a user-centered design principles by creating screen flows, prototypes, and wireframes. Vast experience with client and stakeholder relationships, along with project management, leadership and strategy.

UX Designer

Ultimate Software

Jul 2017 - Present

Weston, FL

- Develop wireframes and collaborate with visual design and front end development to create design and content solutions.
- Present concepts to stakeholders with research and best practice annotations.
- Held daily meetings with Strategy and Development teams to collaborate on the strategic design.
- Assisted in the research and identifying user flows.
- Engaging and collaborating with product owners, managers, and development leads to solve complex user and business goals, while empowering excellent, high-quality visual designs, concept models, heuristic reviews, process flows, sketches and wireframes.

Expertise



Work collaboratively on a disciplinary 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

User Experience Designer / UI

MOTIONBORG, Inc.

Jul 2011 - July 2017

Pembroke Pines, FL

- Collaborating initiatives from both a UX/UI Design capacity as well as overseeing the team as a whole. Team up with UX designers, UI designers, and front-end developers by problem-framing, providing right objectives and resources, to allow the team to grow and evolve by coming up with solutions to complex requirements and user experience issues.
- ScrumMaster role in an agile environment on multiple, simultaneous desktop and mobile products, designing features and common experiences, defining new patterns and paradigms, along with creation of UI components and assets.
- Discovery sessions with clients and stakeholders to define features and interaction, leading to high-fidelity mockups for the design and product development teams.

Certification



ScrumMaster® (CSM)

2017 - Florida

Scrum Alliance

UX Designer

2017 - Florida

Nielsen Norman Group

Languages



English

Fluent

Spanish

Professional working

Portuguese

Native

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.

Franchise Marketing Manager

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, trends and competitor activities, and execute corporate strategic direction and marketing.
- Bolstered brand awareness through visual advertising and marketing, printing, interactive applications and media publications.

Design / Tools / Skill

Axure



Adobe Photoshop



HTML & CSS



Adobe InDesign



Adobe Xd (Beta)



Sketch



Adobe Illustrator



WordPress (CMS)



Education



Multimedia Technology
Digital Media

2004 - Pembroke Pines, FL

Associate of Applied Science
Broward College

Business Administration

2001 - Brazil

Bachelor Degree
Gama Filho University

Award



BCC High Honors

2004 - Florida

Multimedia Technology
Broward College