



Wandher Souza
 Lead Product Designer
 South Florida

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Summary

With 10+ years of experience as a Product Designer, I have a focus on the innovative fields of Generative AI, Web3, Blockchain Technology, Accessibility design, and Diversity, Equity, Inclusion and Belonging. I create visually appealing and user-friendly interfaces that are inclusive for all users. Collaborating closely with stakeholders and developers, I deliver superior user experiences. Proficient in a range of design tools and platforms, I stay up-to-date with emerging trends and technologies in the industry.

Lead Product Designer UKG - Ultimate Kronos Group (former Ultimate Software)

Jul 2017 - Present Weston, FL

- Partner with executive leadership to develop a strategic design solution for integrating ChatGPT into our Great Place To Work Hub, empowering leaders with essential tools to drive diversity initiatives, including goal setting, and foster a more inclusive workplace.
- Work closely with executive leadership to develop a strategic design solution for integrating Great Place To Work into our Suite, utilizing human-centered design methodologies and fostering collaboration across cross-functional teams while ensuring accessibility standards are met, including the WCAG 2.0 guidelines for our product.
- Directed design efforts for the DEI&B (Diversity, Equity, Inclusion & Belonging) team in an agile setting, collaborating closely with Business Analysts, Architects, Software Engineers, Quality Assurance Engineers, Product Managers, and User Experience Researchers to ensure seamless integration and success.
- Collaborating with the innovation team to conceptualize a strategic design solution for a Web3 wallet application.

UX / UI Designer Motionborg, Inc.

Jul 2011 - July 2017 Pembroke Pines, FL

- Successfully implemented the Design Sprint process within our domain, taking on the dual role of facilitator and designer to accelerate problem-solving and achieve superior results.
- Developed conceptual ideas, sketches, wireframes, and prototypes to provide customers with a compelling and immersive glimpse into future experiences.



Certification

Accessibility for Designers

2022 - Remote

Cornerstone

User Research

2020 - Remote

Interaction Design Foundation

Certified Practitioner of Human-Centered Design

2019 - California

LUMA Institute

Design Sprint Facilitator

2018 - Florida

Lightstarters

ScrumMaster® (CSM)

2017 - Florida

Scrum Alliance

UX Design Conference

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

- Led teams of designers, copywriters, and programmers to achieve project goals.
- Created design prototypes for the Law Firm marketing department, including branding, online presence, collateral, and mobile app.
- Monitored and reported metrics through Google Analytics to identify opportunities for lead generation, improve user flows, and increase ROI.

Assistant Brand Manager Marketing

Fast Copi Centers, Inc.

📅 Oct 2004 - Nov 2006 📍 Fort Lauderdale, FL

- Successfully oversaw projects related to the Franchisor's marketing strategy, including web development, graphic design, marketing collateral creation for franchise exposure, and franchise trade shows, ensuring timely and within-budget execution.
- Maintained up-to-date knowledge of industry trends, market activities, and competitor activities, while executing corporate strategic direction. My efforts included implementing visual advertising, marketing, printing, interactive applications, and media publications, which significantly increased brand awareness.

Design / Tools / Skill

Figma



Sketch



InVision



HTML & CSS



Axure



Adobe Illustrator



Adobe Photoshop



Pen & Paper / Whiteboard



Awards

Onboarding Team Product

📅 2018 - Florida

UltimateSoftware

BCC High Honors

📅 2004 - Florida

Multimedia Technology
Broward College



Education

Multimedia Technology Digital Media

📅 2004 - Pembroke Pines, FL

Associate of Applied Science
Broward College

Business Administration

📅 2001 - Brazil

Bachelor Degree
Gama Filho University



Expertise

Collaborate effectively within an interdisciplinary product team

User-center approach to visual design

Knowledge of file formats and trade-offs

Usability testing principles and methods

User modeling, persona and scenario creation