

WANDHER SOUZA

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SUMMARY

Lead UX Designer with a focus on aligning design with product strategy, user needs, and business goals in fast-moving SaaS environments. Skilled in AI design, user testing, and simplifying complex flows into intuitive, mobile-first experiences.

Known for leading cross-functional teams, improving task success, and reducing onboarding time. Strong in product development, usability, and scalable design systems. Author of *AI Meets UX* (hardcover and audible), sharing practical ways to build human-centered AI products.

EXPERIENCE

UKG (Ultimate Kronos Group) - July 2017 – Present

Lead UX Designer

Joined the AI team to simplify complex tools and align them with real user needs—working across teams with a strategic, innovative, and collaborative approach.

- Redesigned the admin onboarding flow, transforming it from a confusing process into a clear, intuitive experience that gave admins a smoother start and reduced onboarding time by nearly 40%.
- Led audits and design workshops that brought consistency across products and reduced design-to-dev handoff time by 25%.
- Partnered with triage teams, accessibility specialists, and product leads to address usability issues and align design work with product strategy.
- Created UX epics and user stories in JIRA to support both sprint planning and backlog grooming.
- Launched AI UX Office Hours to support designers across teams—building a collaborative space that increased design team engagement by over 60%.
- Co-designed a Well-being + AI mobile feature during the 2024 Hackathon, winning first place in three categories for its focus on employee wellness and burnout prevention.

Lead UX Designer - January 2020 – December 2023

While working on the Great Place to Work team, the goal was to turn complex HR data into simple, useful tools that helped companies build stronger, more inclusive workplaces. Here's what was delivered:

- Designed dashboards that made it easier for HR teams to identify areas of focus—leading to a 30% increase in task completion and actionable insights.
- Led a remote design team based in Uruguay, collaborating closely with product, engineering, and research to build scalable, inclusive solutions.
- Contributed to the GPTW Hub being featured on the Aspire 2022 main stage for its strong design and business value.
- Introduced UKG's first blockchain concept during the 2023 Hackathon by designing a Web3 HR Wallet prototype to explore new ways of managing employee identity with transparency and control.

Senior UX Designer - July 2017 – December 2020

Rotated through several core HR product teams—Onboarding, Recruiting, Learning, and Career Designer—contributing to key parts of the employee experience from hire to growth.

- Redesigned onboarding flows that helped the product become a top-rated solution on G2 Crowd, known for ease of use and clarity.
- Facilitated Design Sprints to align teams faster, test ideas early, and speed up decisions—turning weeks of back-and-forth into focused, hands-on sessions.
- Enhanced accessibility and visual consistency across the HCM suite, contributing to a 20% drop in usability-related support tickets.

Motionborg, Inc. - July 2011 – June 2017

UX/UI Designer

Worked in a fast-paced startup environment, contributing to product development from the ground up across various industries.

- Partnered with product and engineering teams from early research through final handoff to ensure every solution was rooted in real user needs.
- Applied UX methods like journey mapping, personas, and usability testing to make mobile experiences more intuitive and engaging.
- Improved upsell conversion by 18% and boosted recurring usage through simplified flows and data-informed design updates.

CERTIFICATIONS

Mobile Accessibility Basics | ULearn Academy (2021)

UX Agile Training | ULearn Academy (2021)

Interaction Design Foundation | User Research Methods and Best Practices (2020)

Introduction to WCAG 2.0 | ULearn Academy (2020)

LUMA Institute | Practitioner of Human- Centered Design (2019)

ScrumMaster® (CSM) | Scrum Alliance (2017)

Nielsen Norman Group® | UX Design (2017)

AWARDS

- UKG AI Hackathon (2024)

Well-being AI Mobile App - 1st place in 3 categories, including Google's AI category

- G2 Crowd Onboarding Ultimate Software (2018)

LANGUAGES

English, Spanish, Portuguese

EDUCATION

Bachelor Degree - Business Administration

Gama Filho University, Brazil (2001)

Associate of Applied Science - Multimedia Technology Digital Media

Broward College, FL (2004)

BOOK

Published - AI meets UX: Designing the Next Generation of User-Centered Products (hardcover and audible) in English and Portuguese (2025).

FAVORITE TOOLS

Figma, Sketch, Axure, Adobe Suite, LucidChart, HTML & CSS, whiteboard, pencil, and paper.

EMERGING TECH INTERESTS

Artificial Intelligence (ChatGPT, Midjourney, Sora, Perplexity), Blockchain applications, NFTs & digital ownership, cryptocurrency & Web3 trends.