

# Igor Jales Costa Souza

Product Designer | UX/UI Designer

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## SUMMARY

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Product Designer with international experience in UX, UI, Design System operations, prototyping, usability testing and user interviews. I delivered innovations in user experience, interaction and interface for digital products and solutions from globally and nationally known brands, such as Unilever, Banco Itaú Unibanco (Brazil), AB InBev, in addition to various website design projects. I have practical experience with Product Design, working with tools such as Figma, Sketch, Maze, Zeplin, Invision, Adobe XD, Miro, MS Excel spreadsheets and Google Docs.

## WORK EXPERIENCE

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**NTT DATA Europe & Latam.** Remote, São Paulo, Brazil.

**Product Designer**, February 2021 - February 2023 (2 years and 1 month).

As a NTT DATA consultant, I was allocated to a series of clients, with the following experiences:

- **AB InBev: Data Accuracy**, December 2022 - February 2023 (3 months)
  - Scheduled and participated in online meetings with employees from India, Belgium, the Netherlands, Canada, Brazil, among other countries where AB InBev has branches;
  - Collected and reinforced the documentation of internal data in accordance with the company's guidelines;
  - Discussed the corrections and evolutions with the project leader and brainstormed ideas for the evolution of the platform.
- **Unilever: Social Selling Platform**, September 2022 - November 2022 (3 months)
  - Reviewed assets and layouts of components, structures and interactions;
  - Created and adjusted test prototypes using the application's own design, with the help of the previously established Unilever brand design and guidelines;
  - Discussed, organised and contributed to the user interface library and the evolution of the design system;
  - Applied usability and impression tests with users of the real target audience.
- **Banco Itaú Unibanco: Various projects**, February 2021 - August 2022 (1 year and 6 months)
  - Identified, traced and reviewed user journey maps from data gathered by the research team;
  - Reviewed visual assets, layouts, structures, interactions and components;
  - Helped develop user journeys and application flows, using the appropriate Design System for each segment of the bank;
  - Designed and improved interfaces to improve user experience and simplify processes;
  - Ensured visual consistency and functionality, respecting accessibility standards;
  - Conducted usability tests, collected user feedback and improved the designs iteratively;

- Produced design documentation, including style guides and specifications, to guide development and maintain consistency;
- Collaborated in Design Critiques and multifunctional teams with other NTT DATA designers allocated to the same client.

**Interdev Soluções.** On-site/remote hybrid, Natal, Brazil.

**UI Designer,** May 2018 - September 2020 (2 years 5 months).

- Designed user interfaces for websites and web systems, for internal and customer products, ranging from wireframes to validation prototypes and style guides;
- Collaborated with cross-functional teams to define the design, interaction, behaviours, and product experiences;
- Analysed and improved user navigation flows;
- Designed visual components, styles, typography and layouts;
- Refined UX strategies and mappings with the development team;
- Delivered assets to the front-end developers.

**TeRecomiendo.com.** On-site, Bogotá, Colombia.

**Visual Designer,** June 2017 - December 2017 (6 months).

- Developed visual assets to support the front-end design team;
- Designed validation prototypes;
- Worked together with a multifunctional team to understand the budget, strategy, brand guidelines, limitations and requirements of the project.

**IFRN - Campus EaD.** On-site, Natal, Brazil.

**Product Designer,** February 2017 - June 2017 (5 months).

- Led, in collaboration with another designer, a project to redesign a distance learning platform;
- Mapped the user journey and created personas;
- Developed validation prototypes;
- Worked closely with the user interface designer, developers and project manager.

**DEI-RN - Departamento Estadual de Imprensa do Rio Grande do Norte.** On-site, Natal–RN

**Designer,** March 2015 - June 2016 (1 year 4 months)

- Designed and developed layout and style guidelines for the publication, including typography, colour scheme, brand identity, grids suitable for scalability, readability and visual impact and to meet editorial, content and design constraints;
- Collaborated with writers, editors and graphic artists to integrate the content into the layout effectively;
- Documented the project with instructions for use for whoever succeeded me in the position;
- Worked on illustrations and graphic elements to improve the publication's visual appeal;
- Designed the new Diário Oficial website in collaboration with the front-end designer.

## **PARTICIPATION IN EVENTS**

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**Figma Tutor**, Hackathon mês do orgulho LGBTQIAP+, Banco Itaú Unibanco

June 2022

## **EDUCATION**

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**University of East London, Londres – Reino Unido**

**Graphic Design**, Science without Borders, 1-year exchange programme.

Conclusion: July 2014.

**Universidade Federal do Rio Grande do Norte, Natal – Brasil**

**Bacharel em Design**

Graduation: July 2016.

## **COURSES**

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**TheStarter - Strategic Design (30h)**, ongoing, completion in July 2024;

**TheStarter - Design Systems: Construction, Documentation and Implementation (24h)**, January 2024;

**How Bootcamps - Bootcamp Design Ops (8h)**, November 2022;

**Design Circuit (40h+)** - end-to-end UX Design course, July 2020;

**Mergo User Experience - UX Weekend (8h)**, March 2018;

**Mergo User Experience - UX Metrics (4h)**, March 2018.

## **SKILLS AND LANGUAGES**

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**Languages:** English: fluent, (C1 CEFR); Spanish: advanced, (B2 CEFR); Portuguese (native).

**Skills:** User Journey Mapping; User Stories; User interviews; Information Architecture; Usability testing; Wireframes; Visual Design; UI Design; Design Systems; Web Design; Typography; Lettering; Illustration; Rapid prototyping; High Fidelity Prototyping.

## **REFERENCES**

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Victor França, UX Lead at NTT DATA, ([LinkedIn.com/in/vfrancaa](https://www.linkedin.com/in/vfrancaa)).

Paulo Araújo, CIO at Interdev Soluções ([LinkedIn.com/in/paulo-araújo1](https://www.linkedin.com/in/paulo-araújo1)).

Kelson Medeiros, Coord. Tec. Educacional at IFRN ([LinkedIn.com/in/kelsoncm](https://www.linkedin.com/in/kelsoncm)).