MATT SOUZA

SUMMARY

By using human centered design principles, I innovatively strategize, conceptualize, and deliver engaging customer experiences through a product's life cycle.

Experienced in leading, fostering and influencing cross functional, product areas and company stakeholders; quickly grasping and distilling highly ambiguous problems into simple and clear solutions.

I am passionate about always surpassing users expectations, delivering flawless collaboration and execution, and constantly elevating overall product excellence.

mattsouza.com

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EXPERIENCE

Google Aug 2018 — Present
Staff Interaction Designer

Defined and communicated product design strategy, vision, and guiding principles to team members, cross-functional peers, and stakeholders.

Toyota May 2017 — Jul 2018
Senior Interaction Designer

Introduced design philosophies for flexible design architecture and contributed to the launch of 3 major enterprise system modules.

JCPenney May 2015 — Apr 2017
UX Designer

Worked across research, UX and visual design on multi-team initiatives to define user experience strategies and prioritize product roadmaps.

Southwest Airlines Dec 2014 — Apr 2015
Interaction Designer

Delivered customer-focused design solutions, informed by research insights, enhancing key user flows and evolving the design system.

Advocare Oct 2013 — Nov 2014
UX Designer

Partnered with product, engineering and business leads to deliver experience consistency and cohesion across the product suite.

EDUCATION

B.A. Arts & Technology

University of Texas at Dallas
Cum laude honors
Phi Theta Kappa

Agile & SCRUM Certified

Scaled Agile, Inc. & Scrum, inc.

TOOLS & METHODS

Formative Research

User Interviews
Competitive Analysis

Generative Research

Affinity Diagramming
User Personas
Journey Mapping

Summative Research

Usability Testing
Heuristic Evaluation
Cognitive Walkthrough

Design & Prototype

Figma
Google Workspace
Microsoft Office
iWork Suite
AI and LLM's