



I'm a Dallas based minimalist and mobile-first design enthusiast with a true passion for user-centered design solutions.

I have had the privilege of working with many great companies such as Southwest, JCPenney, Toyota & more.

When not designing, you can find me either traveling, working out, or at Chipotle – not necessarily in that order.

**mattsouza.com**

@mattsouzadesign



## experience

- **Toyota North America**  
Sr. UX Designer (May 2017 - Present)
- **JCPenney Corporation, Inc.**  
Mobile UX Lead (May 2015 - April 2017)
  - Led a \$2.4M redesign of mobile apps, 40% YoY conversion increase with mobile orders over 100% increase YoY and mobile-only comp sales at 115%
  - Contributed to an 11% increase of Rewards enrollment (~13K enrollments per week) and a 15.84% increase in linking of accounts
- **Southwest Airlines**  
Visual Designer (December 2014 - May 2015)
  - Provided creative UX design solutions for new and existing web pages on Southwest.com
  - Responsible for creating, editing, and enhancing online forms, landing pages on Southwest.com
- **AdvoCare International**  
UX Designer (November 2013 - November 2014)
  - UI Design Lead in major corporate website redesign which lead in a significant increase of user session times and customer satisfaction
  - UI Design Lead for mobile apps refresh which lead to an increase in the total number of downloads

## summary

- Expert user of Sketch 3 and Adobe Creative Suite
- Experienced and specialized in mobile design
- Excellent communication and leadership skills
- Trained and experienced in agile methodology
- Fluent in both Portuguese & Spanish

## skills & tools

Wireframing | Visual Design | Interaction Design  
Prototype | Agile Teams | Mobile-First | Photoshop  
Illustrator | Sketch | HTML/CSS | InVision/Marvel  
InDesign | Keynote | PowerPoint | Principle for Mac

## education & certifications

### Agile & SCRUM Certified

Scaled Agile, Inc.

### B.A. in Arts & Technology

University of Texas at Dallas

- Graduated with honors *cum laude*
- Member of Phi Theta Kappa Honors Society club

### Associates of Arts

Collin College

- Graduated with honors, President's List
- Member of Phi Theta Kappa Honors Society club