

M A T  
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## SUMMARY

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

By using human-centered design, I am able to innovatively strategize, conceptualize, and ultimately deliver truly engaging customer experiences throughout a product's lifecycle.

## EXPERIENCE

2017 – present

### **Toyota** Senior UX Designer

Analyze user experience problems to create design solutions that meet business goals, validated through proper testing and successfully track for productivity improvement metrics.

Provide optimal design, and work closely with customers and 3rd party vendors to ensure new product design meets customer expectations.

2015 – 2017

### **JCPenney** Mobile UX Lead

Analyzed user experience problems that led to a \$2.4M redesign of mobile apps, yielding 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.

2014 – 2015

### **Southwest** Visual Designer

Provided creative UX design solutions for new and existing web pages and responsible for creating, editing, and enhancing online forms, landing pages on Southwest.com.

2013 – 2014

### **AdvoCare** UX Designer

Lead major redesign efforts for both web and native app products, resulting in a significant increase of user engagement and customer satisfaction.

## PORTFOLIO

**mattsouza.com**

## CONTACT

✉ [hello@mattsouza.com](mailto:hello@mattsouza.com)

🐦 [@mattsouzadesign](https://twitter.com/mattsouzadesign)

in [/in/mattsouzadesign](https://www.linkedin.com/company/mattsouzadesign)

📧 [@mattsouzadesign](https://www.instagram.com/mattsouzadesign)

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## SKILLS

Sketch 3 & Adobe Creative Suite

Experienced in mobile-first design

Experienced in agile methodology

Fluent in both Portuguese & Spanish

## EDUCATION

### **B.A. Arts & Technology**

University of Texas at Dallas

- Cum laude honors

- Phi Theta Kappa

### **Graphic Design Associates**

Collin College

- President's List honors

- Phi Theta Kappa

### **Agile & SCRUM Certified**

Scaled Agile, Inc. & Scrum, inc.