

# Nelson Dsouza

UX/UI & Product Designer

## Experience

### Self employed - Design Consultant, September 2022 - Till Date

- Associated with top notch brands and marketing agencies working with cross disciplinary teams executing the digital design in areas Saas, Mobile Apps & Web more focused on interaction design including research, experience design & testing. Also creating platform style guides for the same with maintenance of the design system.

### Lindera GmbH - Lead Designer (Founding), April 2020 - August 2022

- Started as Sole designer & I Led the Product design (UI/UX) vision for the company, contributed to (Health) Product strategy & decision making. I Conceptualized & designed new features as well as overhauled UX/ UI & Visual design for both product & marketing by introducing a company-wide style guide, while working closely across multiple development teams within an agile environment.
- Worked within a design team, focusing more on the product turning complex workflows into simple & intuitive interactions. Contributed to the experience of new health features from end to end. This included briefing sessions from customer success, conducting design sprints, Interviewing users for testing, research, building user flows, wireframes, final designs, & Prototypes of varying fidelity. Also design mentorship for Junior.

### Kreativ Hero - Design Consultant, January 2019 - March 2020

- I've led the complete experience around Saas products including the Android & IOS B2B Apps, having hands-on research, design, content & working closely with stakeholders, data & engineering teams to design a schema. It's been quite the ride touching product surfaces which affect hundreds of users everyday and management of complex design systems.

### Interactive Avenues - Associate Creative Director - UX/UI, August 2016 - December 2018


- Be the User Experience & User Interface subject matter expert. Provide proactive contribution to client's business, demonstrating best-in-class interactive product (Innovation & Quality) including UI/UX Team management.
- Drive collaboration with other verticals to meet client's marketing objectives & ensure Integrated, synergistic creative approach. Partner & collaborate with other regional creative directors to ensure collaborative creative philosophy & focus.

### Position2 Marketing - Creative Supervisor - UX/UI, March 2014 - August 2016


- Responsible for the new business pitch - UI/UX & Creative perspective which includes cracking concept, flows, creating digital campaigns, design theme & mocks also responsible for creative project management & deliveries for a client on a worldwide level
- I spearhead creative team delivering various digital assets & developing interactive campaigns for various clients which includes web production & day to day digital as well as creative output. This role covers all stages of development including brief, design, development testing and final delivery

### Ogilvy - Project Supervisor - Digital, March 2014 - August 2016

 [www.nelsondsouza.com](http://www.nelsondsouza.com)

 [nelson.dza@gmail.com](mailto:nelson.dza@gmail.com)

 +49 (0) 152 213 164 38

 +91 (0) 9886 819 517

## Specialities

Human Computer Interaction  
Domain Research  
User Experience Design  
User Interface Design  
Usability (A,B) Testing  
Wireframing  
Low/High Fidelity Prototypes  
Design system  
Presentation  
Team management

## Tools

Adobe creative suite  
Sketch & Figma  
Axure & XD  
UX Pin  
Marvel App  
Invision App  
Zeplin  
Wrike  
Jira

## Education

ITS Animation Training School  
Diploma in Animation Engineering  
2005 - 2008, Karnataka. INDIA

## Hands on selected brands

