

# Jônathas Souza

## Designer



### WHO AM I

**Jônathas Barros S. de Souza**  
05/13/1991  
Married, 02 daughters

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### WHAT I DO

#### UI/UX DESIGNER

I absolutely love Design. I believe in it as a problem solver, an intermediary between the client and a desired result. I believe in the user's experience and needs as guiding points of the design project, allied to a clear business objective and a relevant value-added proposal. I really believe that technology serves the project, not the other way around. I am a tech enthusiast, I enjoy reading (about a lot of thing, but mostly about design), self-taught, musician, husband and father of two.

### I HAVE EXPERIENCE AT

Problem Exploration (Focus Groups, Interviews, Benchmarking, Personas, Scenarios), Idea Generation (User Flow, Brainwriting, 635, Decision Matrix, Prioritization), Prototyping (Low to High Fidelity Prototypes, Sketch, Marvel, Invision, Adobe Creative Cloud, HTML5+CSS3), Evaluation (Usability Tests, Interviews), Innovation.

### WORK EXPERIENCE

#### Bemind

Product Designer  
oct 2018 -

Development of interfaces for mobile systems, using UX and Design best practices, communicating with the team in a clear way and working with deadlines and planning.

Design Intern  
may 2018 - oct 2018

#### Agência Fun

Junior Art Director  
jun 2017 - may 2018

Art direction for social media and printed promotional products; creation / application of visual identities; Design team management.

#### Freelancer

Designer  
nov 2014 - may 2017

Art Direction, working in Branding, Graphic Design, Web Design and Social Media.

#### Arcade Design

Co-founder, Designer  
sep 2012 - oct 2014

Art Direction, working in Branding, Graphic Design, Web Design and Social Media.

#### Igreja Batista Emanuel em Boa Viagem

Graphic Designer  
jan 2012 - jul 2013

Art direction for social media and printed promotional products; management and application of visual identity;

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Before my first "official" experience with Design, I experimented with Graphic and Web Design, mainly after 2010.

### EDUCATIONAL BACKGROUND

#### UFPE, BA in Design (2017-2020)

As we as students can choose which disciplines do we make, I'm prioritizing the ones who focus on Experience and Interaction Design.

### SIDE PROJECTS

#### Grade dDesign

From the semester 2017.2, I structured the information of the study groups offered in the Department of Design of UFPE in a site, made available in open source form in Github.

#### Ualki

I had the opportunity to found this startup at Open Mobility Hackathon 2019. We are using open data to map sidewalks in Recife who needs some repair, to propose to owners and people responsible for these structures more affordable ways to do this service.

#### Design como Pensamento

In 2018 I monitored this discipline at UFPE, and as one of our challenges, we started to build a site (designcomopensamento.com), based on Jekyll, to share the infographics created during the discipline.