

MANUEL DE SOUSA PEREIRA

SERVICE DESIGNER | PRODUCT DESIGNER | EXPERIENCE STRATEGY | FACILITATOR | RESEARCHER

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ABOUT

10+ years helping businesses find and solve the most valuable problems and delighting audiences with engaging products and services. Has a proven record of creating profitable digital products and simplifying processes for increased ROI using design methodologies and research practices.

SKILLS

Design thinking | Systems thinking | Strategy design | Innovation | Quantitative research | Qualitative research | User testing / Moderating | Workshop facilitation | Stakeholder management | Project management | Information architecture | Blueprinting | Journey mapping | UI design | Interaction design | Prototyping | Wireframing | Storyboarding | Art direction | Data Analytics (Google / Adobe) | Figma | Figjam | Miro | Axure | Adobe Creative Cloud

EXPERIENCE

(2024 - Present) MANDESO LIMITED – DESIGN DIRECTOR (Freelance)

Consulting clients on design strategies, service innovation, customer experience and user research.

(2022 - 2024) LLOYDS BANKING GROUP – LEAD SERVICE DESIGNER

- Set strategic vision of holistic finance initiatives across Insurance, Pensions & Investments division.
- Improved Scottish Widow's Trustpilot rating from 1.2 to 4 within six months.
- Mentored service designers and led weekly design reviews, improving design quality output.

(2021 - 2022) SCOTTISH GOVERNMENT – SENIOR SERVICE DESIGNER

- Led signposting standardization within Social Security Directorate.
- Mapped, identified, prioritized key requirements to build a Social Security benefits payment system independent of DWP.

(2021 - 2021) SHELL – SENIOR SERVICE DESIGNER

Led strategy to simplify development of subsurface technology software within scaled agile framework (SAFe) speeding delivery.

(2016 - 2020) CENTRICA PLC – SENIOR SERVICE DESIGNER

- Established the Accelerator Hub, an innovation consultancy to spread design thinking, user centered design.
- Led 'Frontrunners', an initiative to scale service design capability across Centrica.
- Redesigned the employee experience for 8000 Gas and Electric, Service and Repair engineers.
- Optimized lead generation from 60-minute to 2-minute journey.

(2015 - 2016) SYNNAPOS LTD – HEAD OF DESIGN & USER EXPERIENCE

Led, managed, and grew the in-house and offshore design teams across four territories (London, Dubai, Lahore, Karachi).

(2012 - 2014) PLAYTECH – SENIOR PRODUCT DESIGNER

Streamlined responsive design workflow to aid the simultaneous release of games across 3 channels in 33 languages.

(2011 - 2012) YAZINO TECHNOLOGIES LTD – SENIOR PRODUCT DESIGNER

Simplified the user experience across all mobile products resulting in 50% increase in company revenue.

(2008 - 2011) OPENBET LTD – SENIOR PRODUCT DESIGNER

Mentored designers; designed game mechanics and trained external Paddy Power design team to white label products.

(2007 – 2008) DISNEY XD – SENIOR PRODUCT DESIGNER

Designed skills games / microsites supporting Disney IP content.

(2002 – 2006) MICROGAMING LTD – SENIOR PRODUCT DESIGNER

Designed top three performing slot games for Microgaming.

EDUCATION

B-Tech Degree in Graphic Design Cum Laude – Durban University of Technology, KZN, ZA