

ABOUT ME

I help businesses find and solve the right people problems and delight audiences with engaging products and services. I have a proven track record of creating profitable digital products.

CONTACT

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EDUCATION

DURBAN UNIVERSITY OF TECHNOLOGY, RSA

B-Tech Degree in Graphic Design
Cum Laude

2001

SKILLS

- Quantitative / Qualitative Research
- User Testing / Moderating
- Stakeholder Management
- Workshop facilitation
- Project Management
- Information Architecture
- Sketch • Invision • Figma • Axure
- Adobe Creative Cloud
- Art Direction • UI Design
- Mobile Design
- Wireframing
- Storyboarding
- Interaction Design
- Analytics (Google / Adobe)

MANUEL DE SOUSA PEREIRA

PRODUCT & SERVICE DESIGNER

EXPERIENCE

SERVICE DESIGN CONSULTANT

(2021 - PRESENT) SCOTTISH GOVERNMENT

Led service design projects within Social Security Directorate

(2021 - 2021) SHELL

Led design strategy of subsurface technology at Shell.

(2016 - 2020) CENTRICA PLC

Established the Accelerator Hub – an innovation consultancy to spread design thinking, user centred design and service design capability across Centrica. Redesigned the employee experience for Gas and Electric, Service and Repair engineers

HEAD OF DESIGN & UX

(2015 - 2016) SYNNAAPS LTD

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

SENIOR PRODUCT DESIGNER

(2014 - 2015) MANDESO LTD

Ran research projects for various clients.

(2012 - 2014) PLAYTECH

Trained teams in mobile design and streamlined responsive design workflow to aid the simultaneous release of games across 3 channels in 33 languages.

(2011 - 2012) YAZINO TECHNOLOGIES LTD

Unified and simplified the user experience across all mobile products resulting in 50% increase in company revenue.

(2008 -2011) OPENBET LTD

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

PRODUCT DESIGNER

(2007 – 2008) DISNEY XD

Designed and user tested skills games / microsites / games portal with target children age groups (Power Rangers, Sonic).

(2002 – 2006) MICROGAMING LTD

Designed top three performing slot games for Microgaming.