ABOUT ME

I help businesses find and solve the right 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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- Richmond, London, UK

EDUCATION

DURBAN UNIVERSITY OF TECHNOLOGY, RSA
B-Tech Degree in Graphic Design Cum Laude

SKILLS

- Quantitative / Qualitative research
- User Testing / Moderating
- Stakeholder management
- Workshop facilitation
- Project management
- Information architecture
- Art direction • UI design
- Prototyping
- Wireframing
- Storyboarding
- Interaction design
- Analytics (Google / Adobe)
- Figma • Miro • Sketch • Axure
- Adobe Creative Cloud

MANUEL DE SOUSA PEREIRA
PRODUCT & SERVICE DESIGNER

EXPERIENCE

LEAD SERVICE DESIGN CONSULTANT

(2022 - PRESENT) LLOYDS BANKING GROUP
Led design of holistic finance initiatives across Insurance, Pensions & Investments division. Improved Scottish Widow's Trustpilot rating from 1.2 to 3.4 within six months.

(2021 - 2022) SCOTTISH GOVERNMENT
Led signposting standardization project within Social Security Directorate.

(2021 - 2021) SHELL
Led strategy to streamline development of subsurface technology software within a scaled agile framework (SAFe).

(2016 - 2020) CENTRICA PLC
Established the Accelerator Hub – an innovation consultancy to spread design thinking, user centered 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) SYNNAPPS LTD
Led, managed, and grew the in-house and offshore design teams across four territories (London, Dubai, Lahore, Karachi).

SENIOR PRODUCT DESIGNER

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

(2008 - 2011) OPENBET LTD
Mentored designers; designed game mechanics and trained Paddy Power design team to white label products.

(2007 – 2008) DISNEY XD
Designed 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.