

marco sousa

ux/ui designer

www.marcosousa-uxui.com

hello@marcosousa-uxui.com

education.

bachelor in architecture
faculty of architecture
lisbon
sep 2011 - jul 2015

google ux design
google + coursera
remote
oct 2022 - mar 2023

tools

figma, adobe xd, sketch,
illustrator, photoshop,
indesign, wordpress,
elementor, hand-drawing.

languages

portuguese (native), english
(advanced), spanish
(intermediary), french &
ukrainian (basic)

experiences

ux/ui designer
freelance
remote
apr 2023 - present

revitalized the 'veggie kit' app
by introducing new user
features, significantly
enhancing user experience
and fostering a sense of user
belonging.

applied strategic design
thinking to optimize website
functionality for brands of
various areas - from healthca-
re to i.t. companies.

increased antarte sales,
brand awareness and user
experience + interaction with
a home-staging technology.
sales grew average €5k p/
month.

web designer
freelance
remote
sep 2020 - present

renovated websites in
multiple areas and handled
new/renewed engaging
corporative identities for
marketing/sales teams.

increased service reach for
relief portugal. grew website
visitors (+24%) and decrea-
sed conversion time (-19%)
through an online booking
system.

increased service reach for
etxea restaurant. introduced
an online booking system
and increased conversions
(average +8%) for a
broaded audience (+foreign-
ns).

product/web designer
plato
lisbon
sep 2020 - aug 2021

developed a environmental
sustainability product
(upcycling carton walls for
furniture+wall modular
systems) for sustainable
housing.

highlighted marketing and
presentation skills by creating
engaging and informative
presentation pitches.

designed and implemented
its official website, showca-
sing product features and
benefits.

product/web designer
seaweed
lisbon
jan 2018 - jul 2019

co-developed a dietetic
product (microalgae power
bar) and was involved in
on-site product testing and
feedback.

highlighted marketing and
presentation skills by creating
engaging and informative
website and presentation
pitches.

project advanced as finalist in
'montepio acredita portugal'
and won the prestigious '
loures inova' startup
contests.

architect
arrow architecture
lisbon
apr 2017 - aug 2020

led projects across residential
and commercial sectors,
including 20+ apartments,
10+ retail stores, and 3 single
housing units.

managed teams of 3-5 junior
architects and collaborated
with engineers in project
development and on-site
construction.

established and executed a
targeted marketing plan for
the eastern market via
WeChat.

internships

researcher
struga municipality
north macedonia
may 2015 - jun 2015

conducted research with the
struga habitans and
municipality: conducted
interviews and surveys.

initiated community-based
activities in Struga to
promote bicycle usage within
the city.

cycle path conceptualization
and design of struga-ohrid
planned for the european
network "eurovelo"



my featured projects.

new features on the veggie kit app

#ux #app #health #lifestyle

visit case study [here](#)



an extended reality app for real estate agencies.

#ux #ui #app #extendedreality #realestate

visit case study [here](#)



an holistic medicine franchise website.

#ux #ui #web #booking #health

visit case study [here](#)

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there's more.

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