

# marco souza

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ajuda - lisbon, pt  
04/08/92 (31)

## education

**google ux design**  
google  
remote  
oct 2022 - mar 2023  
[link]

**agile meets design thinking**  
university of virginia  
remote  
june 2024  
[link]

**bachelor in architecture**  
university of lisbon  
lisbon, pt  
july 2015

## languages

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

## tools

figma  
adobe xd  
sketch  
illustrator  
photoshop

wordpress  
html/css  
javascript  
elementor

## skills

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

## activities

painting  
comic illustration  
history  
live music shows

visit here my portfolio

## work

### ux designer | 2023 - current vegetarian association of portugal | freelance

revitalized a starter kit for a vegan diet app by introducing new features, significantly enhancing user experience and fostering a sense of user engagement and user belonging. researched, designed, prototyped and tested along the design and development team. iterated designs from user feedback and analytics insights.  
veggie kit app was nomeated the 'app of the day' by pc diga in april '24.

### ux/ui & web designer | 2020 - current freelance

applied strategic design thinking to (re)design and optimize website functionality and conversions for +50 brands, along marketing & development teams. most recently increased service reach for 1) etxea restaurant. introduced an online booking system and increased conversions by 28% and 2) relief portugal: grew website visitors (+24%) and decreased conversion time (-19%). increased antarte sales, brand awareness and user experience + interaction with a home-staging technology.

### product designer | 2020 - 2021 iapmei

developed an environmental sustainable product (upcycling carton walls for furniture+wall systems) for modular housing. highlighted marketing and presentation skills by creating engaging and informative websites and presentation pitches. project was granted with project mentorship and incubation from amadora inova startup incubator.

## selected projects

### ux designer | 2023 portuguese vegetarian association

fostering user engagement and user belonging by introducing new features in a starter kit for a vegetarian diet.  
[link]

### ux/ui & web designer | 2024 relief portugal

content revamping as key for user functionality and conversions  
[link]

### ux/ui designer | 2022 era

bringing real estate listings to users with physical impairments through a virtual catalog app.  
[link]

## clients



ANTARTE



ETXEA  
ARTISAN CUISINE



IAPMEI

# fostering user belonging through new app features

app android ux

[visit case study here](#)



# content revamping as key for user conversions

website bookings conversions

[visit case study here](#)



# how to bring real estate listings to the users with physical impairments?

app virtual reality ux/ui

[visit case study here](#)

