

Mário Luís Rodrigues de Sousa Andrade
Lead Product Designer

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Professional experience

Idean, London

Lead Product Designer

January 2018 to present

Led the research activities on a project with a large financial services company that will provide the first digital retirement advice service in the UK. More recently I've been leading a project with an international people services company that is developing new products and services to address the challenges of increased flexible working.

The Guardian, London

Senior User Experience Architect

October 2015 to December 2017

Worked on rethinking the experience and offering of Guardian Membership, the development of a new one-off contributions proposition and on the development of a new unified proposition for the Guardian's various reader facing products.

The Guardian, London

User Experience Architect

October 2012 to October 2015

Worked on the redesign of the Guardian's native applications for iOS and Android, the development of breaking news alerts for the new responsive site, improving the Guardian's advertising and commercial experience.

DigitasLBI UK, London

Associate User Experience Architect

February 2011 to October 2012

Worked for a year as part of a retained team for BT Consumer optimising and supporting the current site execution and adding new features and functionality to meet new proposition changes. I've also add the opportunity to work on a small, focused mobile team delivering mobile solutions for new and existing clients including E.ON and Foot Locker.

DigitasLBI UK, London

Graduate User Experience Architect

November 2009 to February 2011

One year graduate scheme. I had the opportunity to work on a variety of short projects for clients like Electrolux, BT Business and Tesco, plus a 6 month project supporting the development of Lloyds TSB internet banking and mobile banking sites.

Education

MA Interactive Media

University of the Arts London, London College of Communication

October 2008 to September 2009

Level: Pass

BA Graphic and Multimedia Design

Instituto Politécnico de Leiria, Escola Superior de Artes e Design das Caldas da Rainha

September 2005 to July 2008

Level: 15 out of 20

High School Graduate

Escola Secundária de Penafiel

September 2002 to July 2005

Level: 16.2 out of 20

Public speaking

Extra! Extra! Rethinking the breaking news experience

Lean UX London - March 2015

UX Oxford - May 2015

EuroIA 2015 - September 2015