

# EDSON SOARES

Designer & Storyteller

Portfolio: [www.edsonsoares.is](http://www.edsonsoares.is)

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## EDUCATION

AUG 2014 - JUN 2016

### New York University

Interactive Telecommunication Program (masters degree)

AUG 2006 - JUN 2007

### Université Lumière Lyon II

Master of Editorial Management and web Communications (non-degree visitor)

FEB 2003 - JUN 2008

### University of Sao Paulo

Journalism (bachelor degree)

## SKILLS

User Research, User Testing, Wireframing, Prototyping, Information Architecture, Strategic PLanning, Design Mentoring, Web Development, Filming, Video Editing

## TOOLS

Scketch, Zeplin, Framer, Principle, Abstract, Omnigraffle, Vectorworks, Adobe CS, Keynote, Javascript, Processing, P5, HTML, CSS, Express, Node.js, Max MSP, Arduino, Laser Cutter, CNC.

## HONORS & AWARDS

### Science Without Borders

Fully funded scholarship recipient for the completion of NYU's Masters.

### SP International Film Festival

Selected with the documentary "Sneakers - Stepping Into the Urban Culture" (2008)

## PROFESSIONAL EXPERIENCE

LUA | SAO PAULO

### Head of Product | Feb 2019 - Apr 2019

### Design Lead | Feb 2018 - Jan 2019

### Sr UX Designer | Sep 2016 - Feb 2018

- Lead the product development for Lua 4.0 progressive web application. Acted as the link between design thinking and product design, translating big ideas into design vision, information architecture, and managing activities within the design team and POs. Collaborated with developers on feature prioritization and definition of deliverables (MVPs).

- Designed Lua 2.0 native iOS and Android apps which performed six times better than its predecessor on key success metrics. Activities included running qualitative user research, usability tests; and the creation of user flows, wireframes, and clickable prototypes.

- Managed and mentored talents within the design team.

BLUE MAN GROUP | SAO PAULO

### Head of Digital BR | Apr 2012 - Dec 2013

- Designed the digital strategy for Blue Man Group in Brazil, including the official website and social media.

- Recruited and managed digital agencies, a software house, and a video production company.

- Handled the communication with content partners (TV network Globo and sponsor Tim Telecom).

WEESHH | SAO PAULO

### Founder | Sep 2011 - Feb 2012

- Founded the startup Weeshh, shortlisted to pitch at digital incubator 21212

MIXER | SAO PAULO

### Project Manager | Nov 2009 - Aug 2011

- Responsible for UX design of Mixer official website, intranet, and promotional websites for the company's TV series properties.

- Managed developers, graphic designers, and bloggers.

YAHOO! | SAO PAULO

### Community Manager | Oct 2007 - Oct 2009

- Acted as the voice of Flickr for the PT speaking community. Created more than 50 original blog posts, moderated more than 100 discussions on the PT forum, and assisted Yahoo's Customer Care and Legal teams.

- Assisted product team with QA and localization.