

Humberto de Sousa

Senior Product Designer · 15+ years across product, UX, brand, and co-founding · Generalist by nature, faster by design with AI · Available for senior IC roles

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Skills

Product Design · UX Design · Information Architecture · Interaction Design · Visual Design · Design Systems · ML/AI Product Design · AI-assisted design (Claude, Claude Code) · User Research · Prototyping · Mobile (iOS, Android) · Responsive Web · Figma · HTML/CSS · Brand Identity

Experience

Lead Product Designer at Ostrich

May 2024 – Mar 2026 · Full-Time · London, UK

- Sole product designer across a two-sided London property marketplace, owning buyer and seller experiences end to end. Scope extended into design system and brand visual expression.
- Doubled listing completion rates by redesigning seller onboarding, removing dependency on manual ops.
- Reached over 70% self-serve adoption across the seller lifecycle by designing the experience that replaced manual ops: messaging, viewing scheduling, listing management, sales progression, and market insights.
- Reached 83% sign-up completion by reshaping buyer onboarding and area selection into a lighter two-step flow that scaled with geographic expansion.
- Reached 12.6% adoption with no promotion by shipping a map-based property browsing experience across desktop and mobile in four weeks.

Lead Product Designer at EDITED

May 2020 – May 2024 · Full-Time · London, UK

- Lead product designer at a B2B SaaS retail intelligence platform used by fashion brands and retailers. Owned the design of three product-matching releases, taking an underused ML capability to a self-serve Tier 1 product.
- Designed Lists, a product comparison tool that became the first useful home for EDITED's product matching ML, adopted by clients including John Lewis.
- Designed Product Matching v1, the first surface where customers could curate ML match results directly. Shipped as a paid add-on and became the company's first ML-powered revenue line.
- Designed EDITED Match, launched as a Tier 1 release to VF Corporation, Tapestry, and YNAP. Reached 93.4% accuracy on exact matches and 96.7% on similar matches against expert benchmarks.
- Designed EDITED's Market Intelligence Dashboards from concept to live product, growing it into the 4th most-visited section of the app within weeks of release and reaching 72% stickiness against a 45% product average, with adoption across Boohoo, Nike, and M&S.
- Maintained and scaled the design system across two products, standardised handoff to engineering, and contributed frontend code for accessibility and styling fixes.

Lead Product Designer at Hoop Industries

Jan 2015 – Oct 2019 · Full-Time · London, UK

- Lead product designer at a search marketplace connecting families with children's activities. Owned design across iOS, Android, and the organiser web platform.
- Took the app from free-to-browse to revenue-generating within days of launch by designing the platform's first end-to-end booking and free-trial flow, reaching a 5.5% booking conversion rate at 172k weekly active users.
- Designed Boosted Listings, the organiser-side product that unlocked in-app bookings, serving 14,500 organisers including the V&A and the British Museum.
- Contributed to 1.2 million installs and two consecutive Apple Best of the App Store awards (2016, 2017).
- Restructured the consumer experience to defer account creation, lifting engagement to 1.09 activity views per session before signup arrived at the moment of clearest intent.
- Built and maintained the design system across consumer app and organiser web. Recruited and mentored a junior designer.

Lead Product Designer at VoucherCodes / RetailMeNot UK

Aug 2008 – Dec 2014 · Full-Time · London, UK

- Sole product designer at launch in 2008, growing VoucherCodes into the largest online coupon site in Europe with 7 million members and 6 million monthly visitors. Scope extended into brand and marketing design.
- Led design for the UK's #1 coupon app, downloaded 3 million times across iOS and Android.
- After the 2011 RetailMeNot acquisition, grew the UK design team from one to eight as Lead Designer.
- Partnered with RetailMeNot's global Head of Design to align UK, German, and Dutch products on shared guidelines and a common component library.

Side Projects & Independent Work

Co-Founder at ChattyWear Ltd. (ChattyFeet)

May 2011 – Mar 2018 · London, UK · Brand, product, e-commerce

- Co-founded a gift brand making character socks, taking it from concept to a brand stocked by MoMA, Tate, V&A, and Barbican, with press in The Guardian, BBC, and Time Out.
- Built the Shopify storefront in Liquid and designed the end-to-end customer experience. Directed the creative pipeline of illustrators, sellers, and producers.
- Shipped white-label collections for Ed Sheeran, Tate, and Warner Music. Led brand and visual identity from the ground up, including the character system, packaging, and trade show spaces.

Education

Certified ScrumMaster (CSM)

Agil8, London · 2014

Communication Design, PgD

Central Saint Martins, UAL · 2003–2004

Communication Design, Licentiate

Higher School of Art & Design, IPL Portugal · 1996–2001