

Eduardo de Souza

Product Design Manager · iGaming UX

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Product Design Manager with 12 years of experience, including 5 years specialising in iGaming UX — sportsbook, casino, and fantasy. At WA Technology, I've led design across platforms reaching 3M+ players through 15+ operators in Europe and Brazil, architected a multi-product design system, and shipped an award-winning fantasy product. I bring design strategy, systems thinking, and cross-functional leadership to complex, operator-facing B2B platforms.

EXPERIENCE

Product Design Manager 2021 – Present

WA Technology (formerly First International Media) — Remote (Ireland)

Promoted to Product Design Manager in 2024

- Led end-to-end product design across sportsbook, casino, and fantasy verticals for major operators including Pixbet, Esportes da Sorte, and Superbetin (Poligon) — spanning platforms used by 3M+ players globally.
- Designed and shipped WA Fantasy Pick'em from concept to launch — recognised as Sports Provider of the Year 2024 (AffPapa).
- Architected the Belloa Design System — unifying component libraries, interaction patterns, and token sets across the full product suite, reducing design-to-dev handoff to under a week.
- Embedded design-engineering alignment through Figma token governance, component documentation, and UX metrics — including betslip entry churn rate and Customer Effort Score.
- Led full rebrand of two companies — WA Technology and First International Media — presenting to C-suite and delivering brand systems deployed across digital products, marketing campaigns, event stands, stadium sponsorships, and international activations in LATAM and Malta.

Digital Designer 2018 – 2019

Mansour — Los Angeles, USA

- Owned end-to-end brand, digital, and marketing design for a premium LA-based luxury retail brand — refining the e-commerce experience and delivering campaign creative across all touchpoints.

Visual Designer 2011–2015, 2017–2018

Fundação de Rotarianos de São Paulo — São Paulo, Brazil

- Delivered brand and communications design across print and digital for Fundação de Rotarianos de São Paulo — website, publications, newsletters, and event collateral. Returned for a second engagement (2017–2018), reflecting the organisation's ongoing trust.
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SKILLS & TOOLS

Disciplines: Product Design, UX Strategy, Design Systems, Interaction Design, DesignOps, Information Architecture, User Research, Accessibility, Agile/Scrum

Leadership: Design Leadership, Stakeholder Management, Cross-functional Collaboration, Design-Engineering Alignment, Executive Presentations

Tools: Figma, Adobe Creative Cloud, Atlassian (Jira, Confluence), Hotjar, AI-assisted design (Claude, Runway, Whisk/ImageFX)

Languages: English (fluent), Portuguese (native), Spanish (fluent)

EDUCATION

Professional Diploma in UX Design 2020–2021

UX Design Institute — Ireland

Bachelor's Degree in Visual Design 2008–2012

University UNIFIEO — São Paulo, Brazil

AI Design Systems Bootcamp 2026

Memorisely

AWARDS & RECOGNITION

AffPapa — Sports Provider of the Year 2024