

# Murilo Lima

UX + Product Designer

Sydney | Maroubra | 2035

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Full Australian working rights

## PROFESSIONAL PROFILE

Pro-active, dynamic and multi-tasking professional, with solid portfolio and more than ten years of experience working as an UX + Product Design, offering efficient solutions to the users and companies. Developed professional career working in large companies in different areas, such as business design, innovation, project management, design thinking, research, strategy design, education and interaction design. Experience working on different projects and techniques such as mobile, tablet, app, websites, Arduino, service design and design thinking. Proven expertise turning complex business requirements into simple and engaging digital user experiences. Driven by creativity, has played a role in partnership with clients, continuously seeking creativity based on a strategic understanding of the business. Proven ability to analyse problems, able to understand and adjust work procedures and searching best result efficiency. Willing to work to excellence, accept new challenges and reach new accomplishments.

## EXPERIENCE AND MAIN SKILLS

- Proficiency in a range of UX design skills (strategic design, research methods, information architecture, interaction design, prototyping methods, usability methods, service design and design thinking), with ability to create content that is relevant and useful;
- Strong experience in designing and building wireframes and prototypes for data products and user-facing mobile and web applications;
- Using customer insights to drive and guide the development of new offerings and to anticipate customer needs;
- Capacity to ensure coherent and consistent product across digital platforms;
- Strong understanding of UX research methodologies and the ability to translate findings in to sketches, designs and prototypes;
- Leadership / project management skills applying different methods as Agile, Scrum and Waterfall;
- End to end UX + Product Design, and taking the team along for the journey;
- Ability to prioritise and manage tasks, with high-level productivity degree, able to generate good results;
- Experience of working closely with Front end developers to deliver designs;
- Strong attention to details and the ability to prioritize demands;
- Ability to led initiatives such as UX BOOK CLUB SAO PAULO, IXDA SAO PAULO;
- Knowledge in Adobe Creative Suite, Sketch, Omnigraffle, Balsamiq, Keynote, Dreamweaver, Framer, Axure, InVision, Lightroom, Mindmap and others;
- Upper Intermediate English | Native Portuguese.

## PROFESSIONAL EXPERIENCE

**MLIMA PHOTO | SYDNEY (MAR/2019 TO CURRENTLY) | <http://www.mlimaphoto.com/>**

**POSITION: PRODUCT DESIGNER**

- Conduct UX methods and strategies, researches, develop strategies, budgets and metrics on the projects.

**MAIN ACHIEVEMENTS:**

- Publishing on websites as Coastal watch, Waves, Surfbahia and Ridelt Magazine with result expose more my brand around the world.
- Interviewed by Ride IT Magazine, the most popular bodyboarding website in Brazil resulting of expose more my brand in Brazil and increase sold my frames in 10%.
- Increased in 30% my profit using the Instagram to sold my frames around the world.

**MLIMA PHOTO | SYDNEY (FEB/2016 TO CURRENTLY) | <http://www.mlimaphoto.com/>**

**POSITION: PRIVATE PHOTOGRAPHER**

- Responsible for using a blend of technical skills and an artistic eye to take pictures of surfers, people in general, places, landscapes, etc.

**TOAST CREATIVE | SYDNEY | AUSTRALIA (NOV/2017 TO JAN/2018) | <https://toastcreative.com.au/>**

**POSITION: TEMPORARY DIGITAL PRODUCER**

- Liable for supervising the production of digital media, including videos, website, development, online advertising, e-mail, marketing.

- Responsible for budget and briefings analysis and control, as well dissemination of the company's work methodology internally.
- Coordinate and maintain the efficiency of projects, ensuring on time scopes and deliveries.

#### MAIN ACHIEVEMENTS:

- Led a team of developers, designers and strategists, ensuring that the final product was consistent with the customer's vision.

#### **MCCANN WORLDGROUP | BRAZIL (JUL/2013 TO DEC/2014) | <https://www.wmccann.com/>**

##### **POSITION: LEAD UX DESIGNER**

- Conduct UX methods and strategies, researches, develop strategies, wireframes, prototypes, workflows, budgets and metrics on the projects.
- Responsible for facilitating project communication between planning teams, designers, programmers, project managers and social media.
- Conduct meetings with customers, ensuring the efficiency of the communication and integration process;
- Supported the McCann Rio and Sao Paulo with my knowledge in UX projects.
- Led large projects in gigantic companies such as Deca, Pfizer, Mastercard and Nestle, fulfilling all established goals and deadlines.

#### MAIN ACHIEVEMENT:

- Decreased bounce rate (-50%) with all redesign Deca website.
- Increased page views by 45% for MasterCard Surpreenda website after the UX redesign pages.

#### **RESET LAB | BRAZIL (OCT/2012 TO FEB/2014)**

##### **POSITION: FOUNDER / TEACHER**

- Responsible for assembling the brochures and giving workshops to large companies such as Buscapé, Editora GLOBO, New Age Software, Mercado Livre, Next Target, Ogilvy, TOTVS, Guilherme Reis among others.
- Manage the commercial area, ensuring efficiency in sales operations, as well as the financial area, controlling expenses and costs.
- Manage social media using some guerrilha strategies such us ads posts, SEO, email marketing and others.

#### MAIN ACHIEVEMENT:

- One of the first and leading company to offer UX workshops in Brazil with result full students every class.
- Invited to give a workshop at the biggest Interaction Design event in Latin America, Interaction South America in 2013.

#### **OGILVY & MATHER | BRAZIL (MAR/2012 TO JUN/2013) | <http://www.ogilvy.com.br/>**

##### **POSITION: UX DESIGNER**

- Translate the concepts of deliverable user flows, wireframes, mock-ups, and prototypes for internal teams and stakeholders.
- Contribute to the development of internal documentation for the UXD area – User Experience Design Team.
- Research, create strategies, wireframes, prototypes, workflows, and metrics.
- Participated in large projects for large companies such as Claro, Unilever, Hellmann's, Forbes and others.

#### MAIN ACHIEVEMENT:

- Redesigned the flows and prototype for the new Forbes website and increased page views by 60%, bounce rate (-45%) and converted by 35% more subscribes of the Magazine.
- Increased page views by 40% for Hellmann's website after the UX redesign pages.

#### **INSITUM STRATEGY INNOVATION AND RESEARCH | BRAZIL (SEP/2011 TO MAR/2012) | <https://www.insitum.com/>**

##### **POSITION: UX DESIGNER**

- Responsible for business presentations, user interview activities, usability testing performance, reports development, project planning, consumer journey mapping, wireframes using the knowledge in Design Thinking and Service Design, offering efficient solutions.
- Participated in projects for the cosmetics industry, betting and investments.

#### MAIN ACHIEVEMENT:

- Increased to the users betting by 25% more than the usual for the betting website after the UX redesign pages.
- Responsible for giving workshops to large company in the cosmetics industry.
- Increased page views by 40% for the investments industry website after the UX redesign pages.

#### **EDUCATION**

- **Advanced Diploma of Program Management** | Academies Australasia Institute (2018 – 2019).
- **Diploma of Project Management** | Academies Australasia Institute (2017 – 2018).
- **Diploma of Information Technology** | Academies Australasia Institute (2015 – 2017).
- **Bachelor of Design (Graphic Design)** | Unijorge University | Brazil (2002 – 2006).