



Jorge de Lima  
82/25 East Coast Road - Milford  
Auckland - New Zealand  
021 0854 7910  
hi@jorgedelima.design

## Summary

With over a decade of experience in UI/UX design, I have honed a human-centred approach to problem-solving that has enabled me to thrive across multiple vertical markets including Retail, Manufacturing, Cloud-based platforms, IT Solution Providers, and Travel Management/unmanaged.

UX design, to me, is not just about creating visually appealing interfaces; it's about deeply understanding the needs, behaviours, and motivations of users. Throughout my career, I have embraced this philosophy, striving to show empathy towards users and encompassing all aspects of their interactions with products and services. My experience spans across various platforms including SaaS, mobile apps, and web experiences, allowing me to deliver seamless and intuitive user experiences backed up by research and user-testing.

## Tools

Figma, Miro, AdobeCC, AI tools.

## Work History

### **Serko Ltd. - Sept 2022 - present**

Role: Senior Product Designer

Responsibilities:

- Understand business problems
- Collaboration with Product (PM/BA) and Engineering
- Attention to detail
- Design System (maintenance)

Key achievements:

- Improved Booking.com for business features
- Improving the Fly flow for CWT (NORAM market)
- Improved the Design System Library/Tokens

### **Unleashed Software - Nov2014 to Aug 2022**

Role: Senior Graphics/Video Designer

Responsibilities:

- UI/UX Design across the business
- Video Production/Post Production
- Social media ads and campaign

Key achievements:

- Unleashed Features, such as eCommerceHub and BI
- Mobile Sales App
- New Unleashed Website (2020)



Jorge de Lima  
82/25 East Coast Road - Milford  
Auckland - New Zealand  
021 0854 7910  
hi@jorgedelima.design

## Academic Qualifications

Graduate Diploma in Creative Technologies  
Media Design School (Auckland - New Zealand)  
2014/15

Motion Graphics Design  
Melies (Sao Paulo - Brazil)  
2009/10

## Certifications

Udemy: UX Audit, UX Requirements, GenAI Fundamentals for UX Designers,  
Design Thinking Approach

Google UX Design Professional Certificate  
2022

## Books

Change by Design, Customer Experience Design, Data-Informed Product Design,  
Design for How People Think, Designing for Behavior Change, Mapping  
Experiences, Sprint\_ How to Solve Big Proble, Solving Product Design Exercises,  
Emotional Design, The Design of Everyday Things, Rejection Proof

## Personal Interests

Exercise, Hiking, Road trips, Video Games