

Guy Lima, Jr. • guy@guylima.com • Seattle, WA

I'm a UX designer that loves talking with and observing people to better empathize with their problems, turning ambiguity into clearly set goals, and testing to ensure I get all the details right.

Portfolio

guylima.com

Work

Designer and Developer • Untitled Mobile Game

Independent • January 2016 - Present

- Iteratively designing a game using prototyping and user testing to identify and enhance what players enjoy.

UX Designer II • Microsoft OneNote

Microsoft • March 2014 - October 2015

- Designed a handwriting feature, targeting students, to boost OneNote usage in schools. Used 8 class observations and teacher interviews to identify students' needs. The design was later adopted by Word, Excel, and PowerPoint.
- Overhauled lists in OneNote to increase user satisfaction with one of OneNote's most-used features. Formed goals by interviewing over 30 people about their list-making habits and analyzing competition. It was well-received by users.
- Increased user comprehension of OneNote's value by redesigning the information architecture of its commands.

UX Program Manager • Microsoft OneNote

Microsoft • January 2012 - March 2014

- Designed, speced, and managed development of features for OneNote for Mac 1.0 (a top-10 free app), OneNote for iOS 2.0 (4.5-star rating), and monthly updates for both.

UX Designer, Game Designer, Developer, Owner • Continuity 2: The Continuation

Ragtime Games • January 2010 - December 2011

- Continuity 2 has a 4.5-star App Store rating. It won IGN's Editor's Choice Award and has an 83 on Metacritic.
- Used playtesting to design touchscreen controls that were comfortable for both casual and experienced gamers.
- Designed an interactive onboarding system by prototyping and identifying player confusion through playtesting.

Game Designer, Developer, Owner • Continuity

Ragtime Games • September 2009 - December 2009

- Continuity has been played by over 12 million people and received Best Student Game at the 2010 Independent Games Festival and the Gameplay Innovation Award at IndieCade 2010.
- Lead game from concept to final product, guided by prototyping and playtesting. Post-release, used player feedback and telemetry to increase average play session length by 20%.

School

MS Interaction Design • Chalmers University of Technology • Gothenburg, Sweden

BS Computer Science • Oakland University • Rochester, MI

Skills

User Interviews, Competitive Analysis, Wireframing, Prototyping, Sketch, Photoshop, PowerPoint, Unity, JavaScript