

# César Martins Lima

## for UI/UX

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[clima-portfolio.net](http://clima-portfolio.net)



## Experience

### Creative Director/ Founder

2026 - Present

#### Subversive Symmetry

As the Founder of Subversive Symmetry, I lead a multidisciplinary multimedia studio where creativity and innovation converge to challenge convention.

I define and shape the company's creative vision, strategy, and direction, ensuring each project reflects our ethos of balance between structure and entropy.

### Senior UX Designer

2025 - Present

#### Emagine

I design and optimize user experiences for enterprise applications across the Microsoft Power Platform like:

- Microsoft Power Apps (Canvas & Model-Driven)
- Microsoft Dynamics 365 (CRM & ERP Modules)

I work closely with cross-functional teams to translate business requirements into intuitive, scalable, and user-centered digital solutions that drive efficiency, clarity, and adoption.

### UI/UX Designer

2024 - 2025

#### Eurofins

I lead the end-to-end design process for digital products within the eLIMS (Electronic Laboratory Information Management System) platform, focused on clinical testing across the EU region. My responsibilities include:

UI kit, Prototyping, Live visual mockups, Information Architecture, Responsive web design, User guide, Sharepoint content Design, Product Design, Visual Design

### UI Lead

2021 - 2024

#### Jimpisoft

As a core member of the product design team, I was responsible for shaping the user experience and visual identity of a SaaS platform tailored to the car rental industry.

My contributions spanned the full product lifecycle, including: Design Concept & Strategy, Design System & UI Kit Creation, Wireframing & Prototyping, Live Visual Mockups & Implementation Support, Information Architecture, Responsive Web Design & Styling, Feature Design & Iteration and Mentorship & Team Support

### UI/UX & Front End Design

2021

#### SHARE IT

In this role, I focused on crafting clean, responsive user interfaces for institutional websites, integrating design with modern front-end technologies and content management workflows.

My responsibilities included: User Interface Design, Content Styling & Management, Responsive Web Design, New Feature Implementation, Front-End Development, Design Tools & Collaboration

### Front end designer and UI/UX

2020

#### Affinity | celfocus

As a UI Designer, I was responsible for crafting and implementing user interface designs for a suite of Vodafone-branded, web-based applications. My work ensured visual consistency, brand alignment, and high usability across digital products.

Key responsibilities included: User Interface Design, Styling & Visual Consistency, Templating & Front-End Integration, Collaboration with Development Teams

## Skill

UI/UX designer with 16+ years of experience creating intuitive, high-impact web and mobile applications.

I specialize in the full product lifecycle. From research, wireframing, and prototyping to pixel-perfect UI and Design Systems. My work spans a wide range of sectors delivering custom solutions aligned with user needs and business goals.

Driven by a passion for solving complex problems and advancing web experiences, I thrive in dynamic teams where design plays a strategic role in delivering impactful solutions.

## Skills

### Technologies

#### UX Development

(HTML5, CSS3, Flexbox, Less, Sass, Css grid, Bootstrap, Vuetify, Tailwind)

#### UI/UX Design

(Photoshop, Zeplin, Invision, Photopea, Adobe XD, Figma, Miro, UX Pilot)

#### UX Research

(Heatmaps, A/B Testing, User Interviews, Focus groups, Surveys, Competitive audit)

#### Version-Control

(Gitlab, Github, Git, Bitbucket)

#### Methodologies

(Agile, kanban, scrum, waterfall, Design thinking, Google Design Sprint)

#### Content-Management

(Wordpress, Umbraco, Drupal, Sharepoint)

## Front end designer and UI/UX

2019 - 2020

### Affinity | bnp paribas

As the lead designer on the Sesame transverse application, I was responsible for delivering end-to-end design solutions for a centralized authentication platform used across multiple enterprise applications within the group. Serving over 400,000 daily users, this application played a critical role in ensuring a seamless, secure, and consistent login experience.

My responsibilities included: Design Concept & Strategy, Wireframes & Prototyping, Live Visual Mockups & Layout Production, Styling & Feature Design and Scalability Focus

## Front end designer and UI/UX

2018 - 2019

### Timestamp | SPMS, EPE - Serviços Partilhados do Ministério da saúde

I was responsible for the redesign and modernization of a legacy web-based application used by hospital administrators within the public healthcare system. This project focused on improving usability, accessibility, and performance for a critical internal tool.

My contributions included: Design Concept & Strategy, Wireframe Prototyping, Layout Production & Implementation Support, User Interface & Experience Design, Responsive Web Design and Styling & Front-End Coding

## UI/UX and Front End Design

2017 - 2017

### It people | Informa Dun & Bradstreet

As the Lead Designer, I spearheaded the complete redesign of a legacy intranet application used by database operators across the enterprise.

This large-scale transformation project focused on modernizing the user experience, introducing design scalability, and enhancing overall usability for internal technical teams. My key responsibilities included: Total Application Revamp, Wireframing, Prototyping & Visual Mockups, Style Guide Production, New Feature Design and Mentorship & Team Support

## Front End Designer

2015 - 2015

### Amaris | Deco Proteste

In this role, I contributed to the design and front-end development of the DECO+ Condominio web application, a digital platform aimed at enhancing residential community management through user-friendly design and interactive features. My responsibilities included: Styling & Front-End Development, Templating, Visual Mockups & Wireframes, Responsive Web Design, Gamification Concept

## Web Designer

2014 - 2014

### Olisipo | Coriant

As the main designer on the Coriant Transcend™ SDN (Software-Defined Networking) Solution team, I was responsible for shaping the visual and interaction design of a complex, client-side web application tailored for network operators.

In a highly technical and asynchronous development environment, I led design efforts from concept to execution. Key responsibilities included: UI Design & Design Concept, Responsive Web Design, Cross-Team Collaboration, End-to-End Ownership

## Web Designer

2013 - 2014

### TribeCRM

As a client-side web designer, I was responsible for delivering visually precise, user-centered digital experiences across web interfaces and email marketing campaigns. My work focused on aligning design execution with brand standards and performance goals.

Key responsibilities included: Pixel-Perfect UI Development, User Interface & Experience Design, Email Marketing Design, Cross-Functional Collaboration

## Languages

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Portuguese Native

English Fluently spoken and written

## Independent Coursework

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- Complete Web & Mobile Designer Figma & UI/UX (Udemy) 28h

- Adobe XD Masterclass: Learn Web Design UI & UX Design(Udemy) 17h
- User Experience Design Essentials - Adobe XD UI UX Design (Udemy) 15h
- Front End Development ( Udemy) 50h
- Bootstrap 4 (Udemy) 25h
- Digital Design - 25h
- Photoshop Beginners Mastery: Zero to Hero in Photoshop - 25H
- Figma UI/UX Design advanced - 50h
- Motion Design with Figma: Animations, Motion Graphics, UX/UI - 70h

## Education

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Foundations of User Experience (UX) Design 2025 - 2025

Google  
UX/Design

Full stack web Development 2018 - 2019

Flag  
UI/UX Design, Front End Development, Backend Development

Videogames Creation/Development 2016 - 2017

Restart  
Game Development ,Game art , Game Design , Animation , 3D , Project management

Multimedia Engineering Degree 2013 - 2014

ISTEC  
Attended Just the first year

Multimedia Technician Degree 2010 - 2013

IEFP  
12° Multimedia Technician Level 5

## Hobbies

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### Interests & Creative Practices

I'm Passionate about book reading, with a strong interest in literature as a source of inspiration and critical thinking. Deeply engaged in audiovisual and multimedia art installations, exploring the intersection of sound, image, space, and technology to create immersive experiences.

Actively involved in BMX riding and skateboarding, valuing movement, urban culture, and physical expression, alongside a strong enthusiasm for football and padel as both competitive and social sports.

An avid gamer with an appreciation for interactive storytelling, game mechanics, and sound-driven experiences. Experienced in sound design and soundtrack composition, with a focus on crafting atmospheres that enhance visual media and narratives.

I Produce ambient and abstract music, experimenting with texture, rhythm, and emotion. Also work in VJing, creating live visual compositions that respond dynamically to music and performance contexts.