

Manuel Lima was nominated by Creativity magazine as one of the 50 most creative and influential minds of 2009

A Fellow of the Royal Society of Arts, Manuel Lima is a skilled UX designer with a solid understanding of every stage of a design cycle and years of experience in a variety of digital platforms, in companies such as Google, Microsoft, Nokia and R/GA. He is also the founder of VisualComplexity.com and a leading voice in the field of Information Visualization.

EDUCATION

2003-2005

Parsons School of Design, New York, NY
Master of Fine Arts (MFA) - Design and Technology

1996-2002

Faculty of Architecture, Technical University of Lisbon (UTL), Lisbon, Portugal
Bachelor of Fine Arts (BFA) - Product Design

SKILLS

Software Applications

Adobe Dreamweaver, Flash, Fireworks, Illustrator, InDesign, Photoshop, After-Effects; Autodesk AutoCAD; Discreet 3DS MAX.

Programming

HTML, CSS, ActionScript, ColdFusion, SQL.

Languages

Fluent in Portuguese, English; conversant in Spanish, French.

PROFESSIONAL EXPERIENCE

November 2015 – Present

Google. UX Design Manager.

UX manager of an interdisciplinary team of 25+ designers, researchers, and engineers across five different locations overseeing UX across a wide range of Google Cloud products in the areas of Monitoring, Diagnostics, Alerting, Storage, Data Visualization, Analytics and Big Data.

July 2013 – September 2015

Codecademy. Design Director.

Oversaw all UX design strategy and development at Codecademy.com for over two years. Led the biggest rebrand and product redesign since the beginning of the startup in 2011, created the product's first user segmentation, hired and managed the company's first product design team, and institutionalized numerous design initiatives and partnerships.

October 2010 – July 2013

Microsoft Bing. Senior UX Design Lead.

Manager and Design Director of the New York Microsoft Bing office, responsible for overseeing a unified user experience across Bing's ecosystem of products and environments.

September 2009 – September 2010

Author, independent consultant, and lecturer

Full-time author of *Visual Complexity: Mapping Patterns of Information*, published in August 2011 by Princeton Architectural Press. Consulted for several companies, including BBC, Nike, and Barclays. Lectured in various schools and conferences in London, Amsterdam, Paris, Madrid, and Lisbon.

February 2009 – August 2009

Nokia. London, UK. Senior User Experience Designer. NextGen Software & Services.

Responsible for the implementation of a consistent flow across Nokia's online and mobile experiences, as well as the conceptualization of its next generation of services.

February 2008 – February 2009

Nokia. London, UK. Senior User Experience Designer. Service & UI Design (SUID).

Worked on mobile user experience, service design and UI integration, across several Nokia platforms.

- Been involved in the full design cycle, including: research, competitor analysis, expert interviews, focus groups, extraction of key insights and user needs, user scenarios and archetypes, concept development, wireframes, UI specs, prototype execution, evaluation and implementation.
- From an initial data model, conceptualized, designed, and supervised a series of prototype iterations for a highly innovative online service that involved web and mobile integration.
- Defined a large set of UX guiding principles for an optimal music experience across multiple devices and platforms. The goal was to provide a reference document focusing on consistency and integration, while also exploring key Nokia opportunities.

July 2006 – January 2008

R/GA. London, UK. Senior Interaction Designer.

In R/GA, interaction designers shape the groundwork in any project, as the architects of the creative chain. Conceptualized a vast array of projects by means of wireframes, schematics, user flows, process mapping, design research and usability evaluation. The projects covered web and mobile applications, product campaign websites and physical installations, for clients such as: Subaru, Nokia, O2 and Bacardi.

July 2005 – June 2006

R/GA. New York, NY. Interaction Designer

October 2005 – Present

VisualComplexity.com (VC). Founder and main researcher.

The goal of VC is to leverage a critical understanding of different visualization methods, across a series of disciplines, as diverse as Biology, Social Networks or the World Wide Web. VC is the result of extensive research that started at Parsons School of Design within the context of the MFA thesis - Blogviz.

September 2004 – December 2004

Parsons Institute for Information Mapping (PIIM). New York, NY. Design researcher.

Worked exclusively on research projects for the National Geo-Spatial Intelligence Agency. Took part of confidential projects that involved the development of visualization tools for mapping social networks over geo-spatial data. The role was to analyze existing network visualizations in the form of regular reports.

January – May 2004

American Museum of the Moving Image. New York, NY. Interface designer.

Digital Media Internship. Worked in various multimedia applications for the museum's internal projects.

January – May 2004

Games Get Real: Collaboration Studio – Siemens Corporate Research Centre.

This initiative gathered representatives from Siemens Research Centre and graduate students from Parsons with the aim of creating future solutions for Siemens industrial applications inspired by digital games.

Conceptualized and simulated DSS, a visualization and communication tool that shares symptomatology data between hospitals for detecting possible disease outbreaks and recognizing development patterns.

May – November 2002

Kontrapunkt A/S. Copenhagen, Denmark. Web designer and multimedia developer.

Academic Internship. Approved with merit by the Jury of the Faculty of Architecture – UTL.

TEACHING EXPERIENCE

February 2014

WIAD. Tokyo, Japan.

Tutor of a visualization workshop on the topic of Information Visualization.

January 2013

Parsons School of Design. New York, NY.

Master of Fine Arts – Design and Technology. Data Visualization (CRN: 6045) – Spring 2013.

January 2010

ENSAD IDN Lab. Paris, France.

Tutor of a visualization workshop on the topic of Social Networks.

November 2009

MediaLab Prado. Madrid, Spain.

Tutor at the visualization workshop Visualizar'09: Public Data, Data in Public.

February 2006 – February 2007

Transart Institute

Media Mentor of the Master of Fine Arts and New Media program.

January 2006 – May 2006

Parsons School of Design, New York, NY.

Department of Design and Management. Design IV – Visual Organization and Information Design (CRN: 4126).

January 2005 – May 2005

Parsons School of Design. New York, NY.

Master of Fine Arts – Design and Technology. Teaching Assistant of Information Architecture (CRN: 1688).

HONORS/AFFILIATIONS

- Curator for Portugal – London Design Biennale 2016.
- Prémio Empreendedorismo Inovador na Diáspora Portuguesa – Sponsored by the President of Portugal
- Judge of Information is Beautiful Awards (IIB).
- Judge of DATA2GO.NYC Data Visualization Challenge (2015).
- Judge of Cyber Attacks Visualisation Design Competition.
- Advisory Board Member - Places and Spaces: Mapping Science Exhibit.
- Editorial Board Member - Connexions: International Professional Communication Journal.
- Creativity Magazine: “one of the 50 most creative and influential minds of 2009”.
- Dean's Scholarship, Parsons School of Design, 2003-2005
- Calouste Gulbenkian Foundation Scholarship, 2003-2005
- Luso-American Foundation Scholarship, 2003-2005

TALKS/CONFERENCES

2017

Eyeo, Minneapolis, MN. Guest speaker on *The Book of Circles*.

Frog Design, New York, NY. Guest speaker on *The Book of Circles*.

Creative Tech Week, New York, NY. Guest Speaker at a Panel on Information Visualization.

92Y, New York, NY. Guest speaker on *The Book of Circles*.

Brown Institute for Media Innovation, New York, NY. Guest speaker on *The Book of Circles*.

2016

Georgia Southern University, Statesboro, Georgia. Guest speaker on Data Visualization.

Portuguese American Post-Graduate Society, New York, NY. Keynote on “The Power of Networks”.

Yale Institute for Network Science, New Haven, Connecticut. Guest Speaker on Network Visualization.

2015

TED, Vancouver, Canada. TED Main Stage. Presentation on “A visual history of human knowledge”.

The Rockefeller University, New York, NY. Guest Speaker on The Book of Trees.

CIDI NYC Mayor’s Office, New York, NY. Guest Speaker on Information Visualization.

Design Thinkers, Toronto, Canada. Guest Speaker on The Book of Trees.

2014

Border Sessions Festival, The Hague, Netherlands. Presentation of The Book of Trees.

National Academy of Sciences, Washington, D.C. Guest Speaker at a Panel on Information Visualization.

University of Miami – Places & Spaces Exhibit, Miami, FL. Guest Speaker on Information Visualization.

Champalimaud Foundation, Lisbon, Portugal. Guest Speaker on Information Visualization.

E3 Forum, Lisbon, Portugal. Guest Speaker on 21st century employment.

92Y, New York, NY. Presentation of The Book of Trees: Visualizing Branches of Knowledge.

Strand Bookstore, New York, NY. Presentation of The Book of Trees: Visualizing Branches of Knowledge.

University of Maryland, College Park, MD. Guest Speaker on Information Visualization.

Texas Christian University, Fort Worth, TX. Guest Speaker on Information Visualization.

Visualization Workshop, Tokyo, Japan. Guest Speaker on Information Visualization.

2013

National Taiwan Museum of Fine Arts, Taichung, Taiwan. Guest Speaker on Information Visualization.

Harvard University, Cambridge, MA. Guest Speaker on Network Visualization.

MIT Media Lab – Macro Connections, Cambridge, MA. Guest Speaker on Network Visualization.

2012

Fag Festival, Odense, Denmark. Guest Speaker on Information Visualization.

EMPAC - Rensselaer Polytechnic Institute, Troy, NY. Guest Speaker on Network Visualization.

IEEE Professional Communication Conference, Orlando, FL. Guest Speaker on Network Visualization.

Ars Electronica, Linz, Austria. Guest Speaker on Information Visualization.

EYEO Conference, Minneapolis, Minnesota. Guest Speaker on Network Visualization & Book signing event.

SEE Conference, Wiesbaden, Germany. Guest Speaker on Information Visualization.

Parsons MFA Symposium, New York, NY. Keynote Speaker on Information Visualization.

Leaders in Software and Art Conference (NYPL), New York, NY. Guest Speaker on Data Visualization.

2011

Royal Society of Arts (RSA), London, UK. Guest Speaker on Network Visualization & Book signing event.

Itau Insights 2011, Sao Paulo, Brazil. Guest Speaker on Innovation & Visualization.

Vermont College of Fine Arts, Montpelier, VT. Guest Speaker on Information Visualization.

New York Public Library, New York, NY. Book launch event.

Parsons School of Design, New York, NY. Book launch event.

TEDx Buenos Aires, Buenos Aires, Argentina. Guest Speaker on Network Visualization and Complexity.

Puget Sound SIGCHI Chapter, Puget Sound, WA. Guest Speaker on Information Visualization.

Northeastern University, Boston, MA. Guest Speaker on Information Visualization.

VIZBI 2011 – Broad Institute (Harvard/MIT), Boston, MA. Keynote Speaker on Principles of Visualization.

ITP – Tisch School of the Arts - NYU, New York, NY. Guest Speaker on Information Visualization.

Image in Science and Art Colloquium - FCUL, Lisbon, Portugal. Chair and guest lecturer.

2010

Lift, Marseille, France. Guest Speaker on Information Visualization.

University of Amsterdam (UvA), Amsterdam, Netherlands. Guest Speaker on Information Visualization.

UXLX, Lisbon, Portugal. Workshop on Information Visualization.

Royal College of Art (RCA), London, UK. Guest Speaker on Information Visualization.

TEDx Porto, Oporto, Portugal. Guest Speaker on Information Visualization.

ESAD, Oporto, Portugal. Guest Speaker on Information Visualization.

FEUP, Oporto, Portugal. Guest Speaker on Information Visualization.

ESAG, Paris, France. Guest Speaker on Information Visualization.

2009

EOI Business School, Madrid, Spain. Guest Speaker on Information Visualization.

Sheffield School of Architecture, Sheffield, UK. Guest Speaker on Network Visualization.

Society for News Design, Lisbon, Portugal. Guest Speaker on Network Visualization.

TED Global, Oxford, UK. Guest Speaker on Network Visualization & VisualComplexity.com.

Open University, London, UK. Guest Speaker on Network Visualization & VisualComplexity.com.

Creativity and Technology (CAT), New York, NY, USA. Guest Speaker on Information Visualization.

Faculty of Architecture – TUL, Lisbon, Portugal. Guest Speaker on Network Visualization.

Institute of Visual Arts, Design and Marketing, Lisbon, Portugal. Guest Speaker on Data Visualization.

HATCHfest, Asheville, NC, USA. Guest Speaker on Information Visualization.

IxDA Interaction'09, Vancouver, BA, Canada. Guest Speaker on Network Visualization.

2008

ACM SIGGRAPH Chapter, University of Manchester, UK. Guest Speaker on Network Visualization.

CanariasMediaFest, Las Palmas (Gran Canaria), Spain. Guest Speaker on Information Visualization.

SHiFT'08, Lisbon, Portugal. Guest Speaker on Network and Data Visualization.

VizThink – October 2008, Berlin, Germany. Guest Speaker on Information Visualization.

OFFF, Lisbon, Portugal. Guest Speaker - Data Visualization Panel.

Faculty of Fine Arts – UL, Lisbon, Portugal. Guest Speaker on Information Visualization.

2007

Information Aesthetics Symposium, The Hague, Netherlands. Guest Speaker on Data Visualization.

Reboot 9.0, Copenhagen, Denmark. Guest Speaker on Network and Data Visualization.

2006

Upgrade! – Lisbon Village Festival, Lisbon, Portugal. Guest Speaker on Information Visualization.

MeshForum, San Francisco, California, USA. Opening Key Speaker on Network Visualization.

2005

IEEE Symposium on Information Visualization (InfoVis 2005), Minneapolis, Minnesota, USA. Accepted poster: Blogviz: Mapping the Dynamics of Information Diffusion in Blogspace.

EXHIBITS/SHOWS

September, 2016

London Design Biennale 2016. Somerset House, London, UK. Curator for the Portuguese participation entitled UN/BIASED with artists Marta de Menezes and Pedro Miguel Cruz.

July, 2016

Big Bang Data. ArtScience Museum, Singapore. *Visual Complexity: Visualizing Patterns of Information* was on display with all detached pages in a wall-filling grid.

February, 2015

TED 2015. Vancouver Convention Center, Vancouver, BC, Canada. Exhibited bespoke text and several spreads of *The Book of Trees* at the main hall of the TED conference.

June, 2006

Ars Virtua New Media Center and Gallery. Transposition – An exhibition of Information Arts. Showed Blogviz: Mapping the Dynamics of Information Diffusion in Blogspace.

June, 2005

Parsons School of Design. Aronson Galleries, 66 Fifth Avenue, New York. Design+Technology Thesis Show.

May, 2001

National Society of Fine Arts. Lisbon, Portugal. Exhibitioner at the Young Designers 2000 show organized by ICEP – Investments, Trade and Tourism of Portugal. Guest designer and head of selection jury, Ron Arad.

PUBLICATIONS

The Book of Circles: Visualizing Spheres of Knowledge (ISBN: 1616895284) – May 2017
Published by Princeton Architectural Press, New York City.

Image in Science and Art (ISBN: 978-972-754-286-4) – 2017
Published by Fim de Seculo, Lisbon, Portugal. Wrote an essay entitled: *Complexity and the enthralling power of networks*.

The Book of Trees: Visualizing Branches of Knowledge (ISBN: 1616892188) – April 2014
Published by Princeton Architectural Press, New York City.
Translated in: Chinese, Japanese.

Visual Complexity: Mapping Patterns of Information (ISBN: 1568989369) – August 2011
Published by Princeton Architectural Press, New York City.
Translated in: French, Chinese, Japanese.

FutureEverything.org (United Kingdom) – January 2010
Wrote an essay for their 2011 festival catalogue entitled: *Complexity and the enthralling power of networks*.

Data Flow 2: Visualizing Information in Graphic Design (ISBN: 3899552784) – February 2010
Published by Gestalten. Features an interview with Manuel Lima and Andrew Vande Moere.

Étapes (France) – January 2010
Wrote a 6-page article on the Explosion of Visualization (L'explosion de la visualization), part of a special issue on Data Visualization.

Europa - Jacques Delors European Information Centre (Portugal) – December 2009
Wrote an essay on complex networks and their importance for society (Redes Complexas: sua importância para a sociedade).

SEED Magazine (United States) – August/September 2006
Wrote a 6-Page article on the visualization of complex networks.

PRESS

Fast Company Magazine (United States) – May 2017
Book review of *The Book of Circles: Visualizing Spheres of Knowledge*. "The images themselves form a compelling argument about just how ingrained the circle is in the human mind--and Lima gives some compelling explanations for it."

Nature Magazine (United States) – May 2017
Book review of *The Book of Circles: Visualizing Spheres of Knowledge*. "It's a ravishing tour [...] Puts circular thinking in a whole new light."

WIRED Magazine (United States) – May 2017
Book review of *The Book of Circles: Visualizing Spheres of Knowledge*. "The book is a thorough taxonomy of circular infographics, but it's also a deep dive into the psychology behind the shape's enduring appeal."

BBC Focus Magazine (United States) – May 2017
Book review of *The Book of Circles: Visualizing Spheres of Knowledge*. "Lima explains why we're so attracted to this most simple of shapes."

Choice Magazine (United States) – May 2017
Book review of *The Book of Circles: Visualizing Spheres of Knowledge*. "As Creativity magazine predicted in 2009, Lima is quickly taking his place next to Edward Tufte as a high priest of the diagram. [...] Summing Up: Essential. All readers."

The Guardian (United States) – May 2017
Book review of *The Book of Circles: Visualizing Spheres of Knowledge*.

Science Magazine (United States) – May 2017
Book review of *The Book of Circles: Visualizing Spheres of Knowledge*. "Lima's aim is not so much to tell this

history as to show it. And, by all accounts, he succeeds.”

Print Magazine (United States) – May 2017

Book review of *The Book of Circles: Visualizing Spheres of Knowledge*.

Brain Pickings (United States) – July 2014

Book review of *The Book of Trees: Visualizing Branches of Knowledge*. “The Book of Trees is a treasure trove of visual literacy, symbolic history, and cultural insight.”

American Historical Association (United States) – July 2014

Book review of *The Book of Trees: Visualizing Branches of Knowledge*. “Lima's argument is not only compelling, it is also convincing, for his visual evidence is powerful.”

Nature Magazine (United States) – July 2014

Book review of *The Book of Trees: Visualizing Branches of Knowledge*.

WIRED Magazine (United States) – April 2014

Book review of *The Book of Trees: Visualizing Branches of Knowledge*.

New Scientist (United Kingdom) – April 2014

Book review of *The Book of Trees: Visualizing Branches of Knowledge*.

Fast Company (United States) – March 2014

Book review of *The Book of Trees: Visualizing Branches of Knowledge*.

Eye Magazine (United States) – Winter 2012, Vol 82

Book review of *Visual Complexity: Mapping Patterns of Information*: “Visual Complexity shows us how this new field can augment our understanding of both natural phenomena and human-made systems.”

Science Magazine (United States) – December 2011, Vol 334

Book review of *Visual Complexity: Mapping Patterns of Information*: “Lima provides the perspective of an art historian who assembles and curates a collection of remarkable pieces that represent a class of work: network diagrams.”

New York Times – Sunday Book Review (United States) – December 4, 2011

Book review of *Visual Complexity: Mapping Patterns of Information*: “Visual Complexity is a showcase for the intersection of art, design and science. (...) Some [examples] are profound. Many are decidedly beautiful. And all are fascinating, given the infinite kinds of data that can be visualized.”

WIRED Magazine (United States) – December 2011

Book review of *Visual Complexity: Mapping Patterns of Information*: “Lima shows how designers turn complex patterns into compelling artwork.”

Metropolis Magazine (United States) – October 2011

Book review of *Visual Complexity: Mapping Patterns of Information*: “the author engages this heady material with a surprisingly sharp and lucid eye.”

Frieze Magazine (United Kingdom) – April 2011

Book review of *Visual Complexity: Mapping Patterns of Information*: “Incredibly ambitious, deeply researched, and beautifully illustrated.”

Desktop: Design and Digital Culture (Australia) – January 2010

2-Page Article on VisualComplexity.com

Brain Magazine (Japan) – October 2009

2-Page Article on VisualComplexity.com and Information Visualization.

WIRED Magazine (United Kingdom) – July 2009

“The man who turns data into art” – Article on VisualComplexity.com, Blogviz, and Manuel's profile.

CNN.com (United States) – June 2009

Featured in a piece on Data Visualization – *When it comes to making data sexy, you can't be too graphic.*

Creativity Magazine (United States) – June 2009
Featured in a piece on Information Visualization – “Information Beautification”

Form Magazine (Germany) – June 2009
Featured in a piece on Information Visualization – “Infographics”

Público (Portugal) – March 2009
2-Page Article on Manuel’s work and profile

Expresso (Portugal) – March 2009
Article on Manuel’s profile and Creativity’s nomination

Diário de Notícias (Portugal) – March 2009
Article on Manuel’s profile and Creativity’s nomination

Correio da Manhã (Portugal) – February 2009
2-Page Article on Manuel’s work and profile

VISÃO (Portugal) – February 2009
Article on Manuel’s profile and Creativity’s nomination

Creativity Magazine (United States) – February 2009
Featured as “one of the 50 most creative and influential minds of 2009”.

STEP Inside Design (United States) – December 2008
Featured in a piece on Information Visualization – “See Deeper”

Creative Review (United Kingdom) – August 2008
Article on VisualComplexity.com

BusinessWeek (United States) – April 28, 2008
Article on VisualComplexity.com

Grafik Magazine (United Kingdom) – May 2006
4-Page Article on VisualComplexity.com and the Visualization of complex networks.

El País (Spain) – January 19, 2006
Article on VisualComplexity.com.

Others:

Featured in: c|net News, Print magazine, Forbes, The Boston Globe, Gizmodo, Publishers Weekly, Hyperallergic, Mental Floss, Surface, Computer Arts (UK), Décision Informatique (France), PAGE (Germany), Libération (France), Digimag (Italy), DIFmag (Portugal), Core77, Rhizome.org, AIGA, eyebeam.org, Hype Magazine, Random Magazine.