

Manuel Lima

UX Manager at Google

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SUMMARY

Over the past 4 years at Google Manuel has built talented UX teams spanning multiple products, geo-locations, and disciplines. He started by managing Cloud Signals UX where he grew the team from 2 to 12 UXers working on Cloud Monitoring tools and applications. A year later Manuel took on Cloud Storage and Data Analytics UX and expanded the team from 15 to 45 UXers overseeing 15+ Cloud products.

As a long-time lecturer, author, and teacher of Data Visualization, Manuel has recently united his passion for UX and Datavis. He currently leads the only fully-dedicated Datavis team at Google, overseeing various visualization libraries, specs, and tools across the company. He also leads a horizontal VisD team for Google Cloud Platform.

Manuel loves big ideas and ambitious projects. He believes in the explosive mix of grit, talent and optimism. He grows smart and talented teams through empowerment and autonomy, mentoring and inspiration, and let's not forget, fun and passion.

EXPERIENCE

May 18 - Present
NYC

Google Cloud - Datavis & VisD . UX Manager

Leading and managing a team of Datavis designers, researchers, UX engineers and SWEs across NYC, CAM, SFO, in building a set of libraries, specs, and tools. Leading all visual design direction for GCP and CPUX.

Initiatives: Cloud Charts, Datavis Talks, Google Datavis Spec, Cloud Anthology.

Apr 17 - Dec 19
NYC

Google Cloud - Storage & Data Analytics . UX Manager

Managed a UX team of 45 overseeing 15+ Cloud products in the domains of storage, databases, IoT, and analytics, across NYC, SEA, BUD.

Products: GCS, Bigtable, SQL, Spanner, Firestore, Datastore, Data Transfer, IoT Core, BigQuery, Dataflow, PubSub, Dataproc, Datahub.

Nov 15 - May 18
NYC

Google Cloud - Signals . UX Lead

Led and managed UX for a set of monitoring tools and applications across NYC, CAM, SEA, SFO, IRV. Built a multidisciplinary UX team from 2 to 12 UXers.

Products: Stackdriver, Trace, Logging, Profiler, Error Reporting, Monarch, Panopticon.

Jul 13 - Sep 15
NYC

Codecademy . Design Director

Oversaw all UX design strategy and development at Codecademy.com. 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.

Oct 10 - Jul 13
NYC

Microsoft . Senior UX Design Manager

Manager and Design Director of the NYC Microsoft Bing office, responsible for overseeing a unified user experience across Bing's SERP and domain experiences across all platforms. The NYC UX team drove future visioning work at Bing through a series of far-reaching UX explorations for the search engine.

Sep 09 - Sep 10
NYC

Mslima.com . Independent Consultant

Wrote his first book: *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.

Feb 08 - Aug 09
London, UK

Nokia . Senior UX Designer

Responsible for the implementation of a consistent flow across Nokia's online and mobile experiences as part of the NextGen Software & Services team. Developed research, competitor analysis, expert interviews, focus groups, user scenarios and archetypes, wireframes, UI specs, prototypes, evaluation and implementation.

Jul 05 - Jan 08
NYC & London, UK

R/GA . Senior Interaction Designer

Led and conceptualized a vast array of projects by means of wireframes, schematics, user flows, process mapping, design research and usability evaluation. Projects covered web and mobile applications, product campaign websites and physical installations, for clients such as Subaru, Nokia, O2 and Bacardi.

Oct 05 - Oct 15
NYC

VisualComplexity.com . Founder and main researcher

Built from scratch one of the most popular Data Visualization resources still in existence. A comprehensive archive of 1,000 network visualization projects. This project led to the publication of *Visual Complexity: Mapping Patterns of Information*.

Sep 04 - Dec 04
NYC

Parsons Institute for Information Mapping . Researcher

Worked 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.

Jan 04 - May 04
NYC

Museum of the Moving Image . Interface Designer

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

May 02 - Nov 02
Copenhagen, DK

Kontrapunkt . Web Designer

Academic Internship. Developed a set of branding explorations and websites for large Danish clients. Approved with merit by the Jury of the Faculty of Architecture – UTL.

EDUCATION

May 03 - May 05
NYC, USA

Parsons School of Design / MFA Design & Technology

Thesis: Blogviz: Mapping the Dynamics of Information Diffusion in Blogspace.

Focus areas: data visualization, game design, information architecture, epidemiology.

Sep 96 - May 02
Lisbon, Portugal

Faculty of Architecture (UTL) / BA Industrial Design

Earned a 5-year *Licenciatura* (equivalent to Licentiate degree) in Industrial Design.

Focus areas: ergonomics, human factors, usability, ideation, prototype building.

PUBLICATIONS

October 2019

Genealogies of Art / ISBN: 9788470756597

Fundación Juan March. Madrid, Spain. Essay: "Trees of Knowledge".

May 2017

The Book of Circles: Visualizing Spheres of Knowledge / ISBN: 1616895284

Princeton Architectural Press. New York, NY

March 2017

Image in Science and Art / ISBN: 9789727542864

Fim de Seculo. Lisbon, Portugal. Essay: "The enthralling power of networks".

April 2014

Visual Complexity: Mapping Patterns of Information / ISBN: 1568989369

Princeton Architectural Press. New York, NY

August 2011

The Book of Trees: Visualizing Branches of Knowledge / ISBN: 1616892188

Princeton Architectural Press. New York, NY

February 2010

Data Flow 2: Visualizing Information in Graphic Design / ISBN: 3899552784

Gestalten. Interview with Manuel Lima and Andrew Vande Moere.

January 2010

FutureEverything.org / Festival catalogue

Essay: "Complexity and the enthralling power of networks."

January 2010

Étapes (France) / Special issue on Data Visualization

6-page article on the Explosion of Visualization (L'explosion de la visualization).

December 2009

Europa - Jacques Delors European Information Centre (Portugal)

Essay on complex networks and their importance for society.

Aug/Sep 2006

SEED Magazine (United States)

Wrote a 6-Page article on the visualization of complex networks.



TEACHING

Feb 2014
Tokyo, Japan

World Information Architecture Day (WIAD)

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

Jan 2013
New York, NY

Parsons School of Design

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

Jan 2010
Paris, France

ENSAD IDN Lab

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

Nov 2009
Madrid, Spain

MediaLab Prado

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

Feb 2006-7

Transart Institute

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

Jan-May 2006
New York, NY

Parsons School of Design

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

Jan-May 2005
New York, NY

Parsons School of Design

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



HONORS

Curator – London Design Biennale 2016 - Portugal delegation.

Prémio Empreendedorismo Inovador na Diáspora Portuguesa – 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 - 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



EXHIBITS

October 2019
Madrid, Spain

Genealogies of Art / Fundación Juan March

Contributed with an essay and imagery for the exhibit entitled:
“Genealogies of Art, or the history of art as visual art”

September 2016
London, UK

London Design Biennale 2016 / Somerset House

Curator for the Portuguese participation UN/BIASED with
Marta de Menezes and Pedro Miguel Cruz.

July 2016
Singapore

Big Bang Data / ArtScience Museum

Visual Complexity: Visualizing Patterns of Information was on display
with all detached pages in a wall-filling grid.

February 2015
Vancouver, Canada

TED 2015 / Vancouver Convention Center

Exhibited bespoke text and several spreads of The Book of Trees
at the main hall of the TED conference.

October 2014
Washington D.C.

Every AlgoRiThm has ART in it / Keck Center of the National Academies

Invited panelist and essayist for Ben Schneiderman’s exhibit entitled:
“Every AlgoRiThm has ART in it: Treemap Art Project Exhibition”

June 2006

Ars Virtua New Media Center and Gallery

Showed Blogviz: Mapping the Dynamics of Information Diffusion in Blogspace.

June 2005
NYC

Parsons School of Design / Aronson Galleries

MFA Design+Technology Thesis Show.

May 2001
Lisbon, Portugal

National Society of Fine Arts

Exhibitioner at the Young Designers 2000 show organized by ICEP.
Guest designer and head of selection jury, Ron Arad.



CONFERENCES

80+ Talks
4 Continents
3M+ online views

Manuel is a leading voice on information visualization. Over the past 15 years Manuel has spoken at 80+ events, conferences, festivals, and universities around the world, including TED, Lift, OFFF, Eyeo, Ars Electronica, IxDA Interaction, Harvard, MIT, Yale, the Royal College of Art, NYU Tisch School of the Arts, New York Public Library, ENSAD Paris, the University of Amsterdam, and MediaLab-Prado Madrid.

2019

School of Visual Arts, New York, NY. “How to build empathy with users”.

UXC’19 - Tech3Lab, Montréal, Canada. “Cognitive Design: Decoding our brain”.

MBLT19, Moscow, Russia. “Cognitive Design: Decoding our brain”.

Digifest, Toronto, Canada. "UX & Datavis: A Tale of Convergent Paths".

2018

Azores TEK, Ponta Delgada, Portugal. "UX & Datavis: A Tale of Convergent Paths".

Chicago Humanities Festival, Chicago, IL. The Book of Circles.

Yale University, New Haven, CT. The Book of Circles.

Google - CFO Summit, London, UK. Lecture on Data Visualization Metaphors.

Parsons School of Design, New York, NY. Lecture on UX & Datavis convergence.

University of Florida, Gainesville, FL. "The Power of Networks".

Google - NYUX, New York, NY. Lecture on UX & Datavis convergence.

Calouste Gulbenkian Foundation, Lisbon, Portugal. The Book of Circles.

2017

Eyeo, Minneapolis, MN. The Book of Circles.

Frog Design, New York, NY. The Book of Circles.

Google - UXU, Sunnyvale, CA. Lecture on Presentation Design.

Creative Tech Week, New York, NY. Panel on Information Visualization.

92Y, New York, NY. The Book of Circles.

Brown Institute for Media Innovation, New York, NY. The Book of Circles.

2016

Georgia Southern University, Statesboro, Georgia. Data Visualization.

Portuguese American Post-Graduate Society, New York, NY. Keynote speaker.

Yale Institute for Network Science, New Haven, Connecticut. Network Visualization.

2015

TED, Vancouver, Canada. TED Main Stage. "A visual history of human knowledge".

The Rockefeller University, New York, NY. The Book of Trees.

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

Design Thinkers, Toronto, Canada. The Book of Trees.

2014

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

National Academy of Sciences, Washington, D.C. Panel on Information Visualization.

University of Miami - Places & Spaces Exhibit, Miami, FL. Information Visualization.

Champalimaud Foundation, Lisbon, Portugal. Information Visualization.

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

92Y, New York, NY. The Book of Trees.

Strand Bookstore, New York, NY. The Book of Trees.

University of Maryland, College Park, MD. Information Visualization.

Texas Christian University, Fort Worth, TX. Information Visualization.

- 2013
National Taiwan Museum of Fine Arts, Taichung, Taiwan. Information Design.
Harvard University, Cambridge, MA. Guest Speaker on Network Visualization.
MIT Media Lab – Macro Connections, Cambridge, MA. Network Visualization.
- 2012
Fag Festival, Odense, Denmark. Guest Speaker on Information Visualization.
EMPAC - Rensselaer Polytechnic Institute, Troy, NY. Network Visualization.
IEEE Professional Communication Conference, Orlando, FL. Network Visualization.
Ars Electronica, Linz, Austria. Guest Speaker on Information Visualization.
Eyeo, Minneapolis, Minnesota. Network Visualization & Book signing event.
SEE Conference, Wiesbaden, Germany. Information Visualization.
Parsons MFA Symposium, New York, NY. Keynote Speaker.
Leaders in Software and Art Conference (NYPL), New York, NY. Data Visualization.
- 2011
Royal Society of Arts (RSA), London, UK. Network Visualization & Book signing event.
Itau Insights 2011, São Paulo, Brazil. Guest Speaker on Innovation & Visualization.
Vermont College of Fine Arts, Montpelier, VT. 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. Network Visualization and Complexity.
Puget Sound SIGCHI Chapter, Puget Sound, WA. Information Visualization.
Northeastern University, Boston, MA. Guest Speaker on Information Visualization.
VIZBI 2011 – Broad Institute (Harvard/MIT), Boston, MA. Keynote Speaker.
ITP – Tisch School of the Arts - NYU, New York, NY. Information Visualization.
Image in Science and Art Colloquium - FCUL, Lisbon, Portugal. Chair and lecturer.
- 2010
Lift, Marseille, France. Guest Speaker on Information Visualization.
University of Amsterdam (UvA), Amsterdam, Netherlands. Information Visualization.
UXLX, Lisbon, Portugal. Workshop on Information Visualization.
Royal College of Art (RCA), London, UK. Guest Speaker on Information Design.
TEDx Porto, Oporto, Portugal. Guest Speaker on Network Visualization.
ESAD, Oporto, Portugal. Guest Speaker on Network Visualization.
FEUP, Oporto, Portugal. Guest Speaker on Network Visualization.
ESAG, Paris, France. Guest Speaker on Network Visualization.
- 2009
EOI Business School, Madrid, Spain. Guest Speaker on Information Visualization.

Sheffield School of Architecture, Sheffield, UK. Network Visualization.
Society for News Design, Lisbon, Portugal. Guest Speaker on Network Visualization.
TED Global, Oxford, UK. Network Visualization & VisualComplexity.com.
Open University, London, UK. Network Visualization & VisualComplexity.com.
Creativity and Technology (CAT), New York, NY, USA. Information Visualization.
Faculty of Architecture – TUL, Lisbon, Portugal. Network Visualization.
Institute of Visual Arts, Design and Marketing, Lisbon, Portugal. 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. Network Visualization.
CanariasMediaFest, Las Palmas (Gran Canaria), Spain. Information Visualization.
SHiFT'08, Lisbon, Portugal. Guest Speaker on Network and Data Visualization.
VizThink, Berlin, Germany. Information Visualization.
OFFF, Lisbon, Portugal. Guest Speaker - Data Visualization Panel.
Faculty of Fine Arts – UL, Lisbon, Portugal. Information Visualization.

2007

Information Aesthetics Symposium, The Hague, Netherlands. Data Visualization.
Reboot 9.0, Copenhagen, Denmark. Network and Data Visualization.

2006

Upgrade! – Lisbon Village Festival, Lisbon, Portugal. Information Visualization.
MeshForum, San Francisco, California, USA. Network Visualization.

2005

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

PRESS

USA, UK, Germany,
France, Japan, Spain,
Portugal, Australia,
Taiwan

Over the past 15 years, Manuel's work and research has been featured in various magazines, newspapers and media outlets across the globe, including *Wired*, the *New York Times*, *Science*, *Nature*, *Businessweek*, *The Guardian*, *BBC*, *CNN*, *Fast Company*, *Forbes*, *New Scientist*, *Grafik*, *SEED*, *Creativity*, *Creative Review*, *étapes*, and *El País*.

June 2019
USA

Fast Company Magazine

Article on the work of my team at Google: "Google's six rules for great data design"

May 2017
USA

Fast Company Magazine

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.”

May 2017
USA

Nature Magazine

Book review of *The Book of Circles: Visualizing Spheres of Knowledge*. “It's a ravishing tour [...] Puts circular thinking in a whole new light.”

May 2017
USA

WIRED Magazine

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.”

May 2017
UK

BBC Focus Magazine

Book review of *The Book of Circles: Visualizing Spheres of Knowledge*. “Lima explains why we're so attracted to this most simple of shapes.”

May 2017
USA

Choice Magazine

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.”

May 2017
UK

The Guardian

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

May 2017
UK

Science Magazine

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.”

May 2017
USA

Print Magazine

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

July 2014
USA

Brain Pickings

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.”

July 2014
USA

American Historical Association

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.”

July 2014
USA

Nature Magazine

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

April 2014
USA

WIRED Magazine

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

April 2014
UK

New Scientist

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

March 2014
USA

Fast Company

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

Winter 2012, Vol 82
USA

Eye Magazine

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.”

Dec 2011, Vol 334
USA

Science Magazine

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.”

Dec 4, 2011
USA

New York Times / Sunday Book Review

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."

December 2011
USA

WIRED Magazine

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

October 2011
USA

Metropolis Magazine

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

April 2011
UK

Frieze Magazine

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

January 2010
Australia

Desktop: Design and Digital Culture

2-Page Article on VisualComplexity.com

October 2009
Japan

Brain Magazine

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

July 2009
UK

WIRED Magazine

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

June 2009
USA

CNN.com

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

June 2009
USA

Creativity Magazine

Featured in a piece on *Information Visualization – "Information Beautification"*

June 2009
Germany

Form Magazine

Featured in a piece on *Information Visualization – "Infographics"*

March 2009
Portugal

Público

2-Page Article on Manuel's work and profile

March 2009
Portugal

Expresso

Article on Manuel's profile and *Creativity's* nomination

March 2009
Portugal

Diário de Notícias

Article on Manuel's profile and *Creativity's* nomination

February 2009
Portugal

Correio da Manhã

2-Page Article on Manuel's work and profile

February 2009
Portugal

VISÃO

Article on Manuel's profile and *Creativity's* nomination

February 2009
USA

Creativity Magazine

Featured as "one of the 50 most creative and influential minds of 2009".

December 2008

STEP Inside Design

USA

Featured in a piece on Information Visualization – “See Deeper”

August 2008
UK

Creative Review

Article on VisualComplexity.com

April 2008
USA

BusinessWeek

Article on VisualComplexity.com

May 2006
UK

Grafik Magazine

4-Page Article on VisualComplexity.com and the Visualization of complex networks.

January 2006
Spain

El País

Article on VisualComplexity.com.

Also 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.