

LEANDRO LIMA

UX Designer | Researcher

Email

hello@leandro.ninja

Linkedin

<https://www.linkedin.com/in/leandrogoeslima/>

Work experience

SENIOR UX DESIGNER

NEXT - NETFLIX GAMES

2026 - CURRENT ROLE

Skills

Figma, Claude Code, Design Research (Quantitative and Qualitative), Data Analysis (SPSS and Jamovi), Discourse analysis, UI Design, UX Design, Design Principles and Strategy

- Led the research process for the Netflix game Puzzled, with the goal of getting early feedback from players on puzzles that were in our pipeline for launch. This helped anticipate potential problems with each puzzle, and also predict the game's engagement.
- Worked together with Game Designers on creating new puzzles, and on understanding how players absorb the rules of every new puzzle.
- Defined the quality bar by creating Design Principles and a UX Rubric.
- Advocated for a player-centric approach by using research insights in the design process and helping everyone visualise the impact of design decisions on players' experience and perception of fun.
- Facilitated workshops, fostering a highly collaborative and creative environment.
- Worked on improving the usability of existing puzzles by creating systems that help players better internalise the different rules and challenges of each puzzle.
- Fast learnings about unlaunched puzzles were key to anticipating issues in the game, leading to quick fixes. These learnings were key to guaranteeing successful launches.

LEAD EXPERIENCE DESIGNER

ZYNGA

2024 - 2026

Skills

Unreal, Figma, Design Leadership, Workshop Facilitation, Design Research (Quantitative and Qualitative), Data Analysis (SPSS and Jamovi), Discourse analysis, UI Design, UX Design, Mentoring, Design Principles and Strategy

- Led the metagame design of the game Star Wars: Hunters.
- Managed a design roadmap that balanced the exploration and creation of new features with optimisations to well-established game systems.
- Led the creation and implementation of "Mods", a feature that allows players to modify the stats of characters in the game and customise them to fit their play style. To do this, we had to balance the game economy to avoid a player becoming overpowered. The creation of the feature was focused on allowing players to make fair trade-offs and choices that directly impact the gameplay, enhancing some abilities at the cost of reducing others.
- Worked on a long-term design vision for new games.
- Defined the quality bar by creating Design Principles, Pillars, and Vision.
- Advocated for a player-centric approach by using research insights in the design process and helping everyone visualise the impact design decisions have on players' experience and perception of fun.
- Facilitated workshops, fostering a highly collaborative and creative environment.
- Led the UX research process by writing research plans, discussion guides, and surveys, and using statistical methods to analyse data.

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Work experience

PRINCIPAL EXPERIENCE DESIGNER

KING

2021 - 2024

Skills

Unreal, Figma, Design Leadership, Workshop Facilitation, Design Research (Quantitative and Qualitative), Data Analysis (SPSS and Jamovi), Discourse analysis, UI Design, UX Design, Mentoring, Design Principles and Strategy

- Led the UX Design team for the game "Farm Heroes Saga".
- Led the implementation of social competitive features, such as the revamped version of the "Episode Race". Worked on the concept of the feature, the balancing and pacing of the gameplay, UX design, and player flows, and researched the impact it had on players' subjective perception of fun.
- Worked on the creation of new game mechanics, such as new versions of Boss Levels, and balanced them bearing in mind difficulty curves, perception of difficulty and fairness, and game economy.
- Worked with Level Designers researching which game elements impact the perception of difficulty and fun.
- Paired up with Product Managers to ensure new game mechanics were fun and economically viable for the game.
- Worked together with Product Managers on the game backlog and with Producers on building effective design pipelines.
- Grew the Design team by creating a hiring strategy and incorporating new roles into the team, such as UX Writers, Researchers, and Narrative Designers.

INTERACTION DESIGNER

GOOGLE

2020 - 2021

Skills

Interaction Design, UX Design, Stakeholder Management, Design Thinking and Workshop Facilitation

- Worked together with the Product Manager to build a long-term product vision and break it down into short-term goals.
- Worked with the engineering leads to break down the long-term vision into short-term goals and delivered a prioritised roadmap of features.
- Led research projects focused on understanding users' perspectives on how the product fits into their daily tasks. These findings helped the whole team develop a cultural understanding of how people manage their time and when our product became relevant to their daily activities.
- Translated complex design information into easy-to-read documentation that helped everyone on the team visualise the intention behind the design.
- Hands-on work on interaction design improvements to Google Suite products.

SENIOR PRODUCT DESIGNER

KLARNA

2019 - 2020

Skills

UX Design, UI Design, Product Management, Stakeholder Management, Workshop Facilitation

- Gave training on accessibility, A/B testing, and user research within the company.
- Worked on a project focused on reducing the number of deliveries sent to the wrong address. Interaction design improvements increased the number of users correcting delivery information by 168%, which reduced the number of wrong deliveries to 2%, substantially reducing the negative impact this had on the company's revenue.
- Advocated for an A/B testing culture, promoting informed decisions within the team.

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Work experience

TEAM LEAD UX DESIGNER

BOOKING

2016 - 2019

Skills

Gamification, Game Design, A/B Testing, UX Design, UI Design, HTML, CSS, Javascript, Design Leadership, Product Strategy

- Conducted design research focused on improving user engagement with the product.
- Led a gamification project inside the Booking.com travel app. The project created a game of collecting points while travelling, and the more points a user collected, the more perks they could win. Working on this project involved thinking about the economics of the service and balancing user investment, product growth, and the perks we could offer.
- Conducted more than a hundred online experiments (A/B tests) to increase engagement and balance the fairness of the project.
- By the end of the third year, the product had grown to 80 million active travellers around the globe.

FOUNDER AND DESIGNER

POPUP

2010 - 2016

Skills

Design Leadership, HTML, CSS, Javascript, Wordpress, Market Research, Stakeholder Management

- Delivered more than 100 different design projects for companies in 6 different countries.
- Involved in all the steps of the design process, from brainstorming to launch.
- Created style guides, pattern libraries, and branding guides for cross-platform projects.
- Managed projects and presented deliverables for clients and stakeholders.
- Published technical articles, trained companies, and recorded online video lessons.

LEAD DESIGNER

RED VENTURES

2015 - 2016

Skills

UX Leadership, UX/UI Design, Stakeholder Management, Quantitative Research

- Led a team with different roles, such as designers, developers, copywriters, and engineers.
- Designed user interfaces from concept to front-end coding based on data from analytics, session recordings, interaction maps, and feedback from users.
- Helped stakeholders define product guidelines, roadmaps, and deadlines.
- Worked with metrics and KPIs in a data-driven environment.
- Used A/B tests to understand the impact of every change.

DESIGN TEACHER

SCHOOL OF ARTS, GAMES AND ANIMATION (SAGA)

2011

Skills

Teaching and Mentoring

- Prepared classes and organised teaching materials for students of various ages.
- Helped students develop Design, Game Design, UX, UI, and coding skills.
- Mentored students on preparing portfolio materials to enter the Design and Gaming industry.

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Work experience

DESIGNER

CASA ROSADA

2009 - 2011

Skills

HTML, CSS, Javascript, PHP, Wordpress, UI Design, UX Design, Visual Design, Graphic Design, Information Architecture

- Responsible for implementing web projects for Casa Rosada's clients.
- Worked with big brands such as Ecopads – the official sponsor of Stock Car Brazil – VAZ Helmets, and FUJI Film.
- Developed websites, eCommerce platforms, and internet marketing materials for these brands.

DESIGNER

FREELANCER

2007 - 2009

Skills

HTML, CSS, Javascript, PHP, Wordpress, UI Design, UX Design, Visual Design, Graphic Design, Information Architecture

- Delivered projects for various types of clients in São Paulo, Brazil.
- Responsible for end-to-end design processes, ranging from Visual Design, UI and UX Design, to HTML, CSS, and JavaScript implementation, and Wordpress implementation of websites.

Education

BSc Social Psychology

The Open University. First-class Honours

Licences and Certificates

- UX Design Certificate by Nielsen Norman Group
- Goethe-Zertifikat A1 - German

Skills

Design

Game Design, Meta Game Design, UI, UX, Interaction Design, Figma, Photoshop, Illustrator

Leadership

Design Strategy, Roadmapping, Stakeholder Management, Coaching and Mentoring, Workshop Facilitation

Coding

HTML, CSS, Javascript

Game Engines

Game Maker, Unreal, Unity

Research

Playtest Facilitation, User Interview, Focus Group, Discourse Analysis, Content Analysis, Ethnographic and Nethnographic Research

Quantitative Research and Data Analysis

T-Test, ANOVA, Chi-Square, Data Modelling, R, Jamovi, SPSS, Co-Joint Research, MaxDiff, Surveys, Data Visualisation