



# Beto Lima

UX UI Designer / illustrator

55 16 9 9123-7462  
betoweb@gmail.com



## Skills

UI&UX Design

Responsive Design Architecture

Prototyping

Iconography

Illustration

Motion design

Logo design

Corporate identity

Brand style guides

Design system components

Hi, my name is Beto Lima.  
Currently working at iFood as Lead designer.

I've been working with design for over 14 years developing digital projects such as websites, digital campaigns, mobile apps, from startups and big companies.

Some of my skills include:

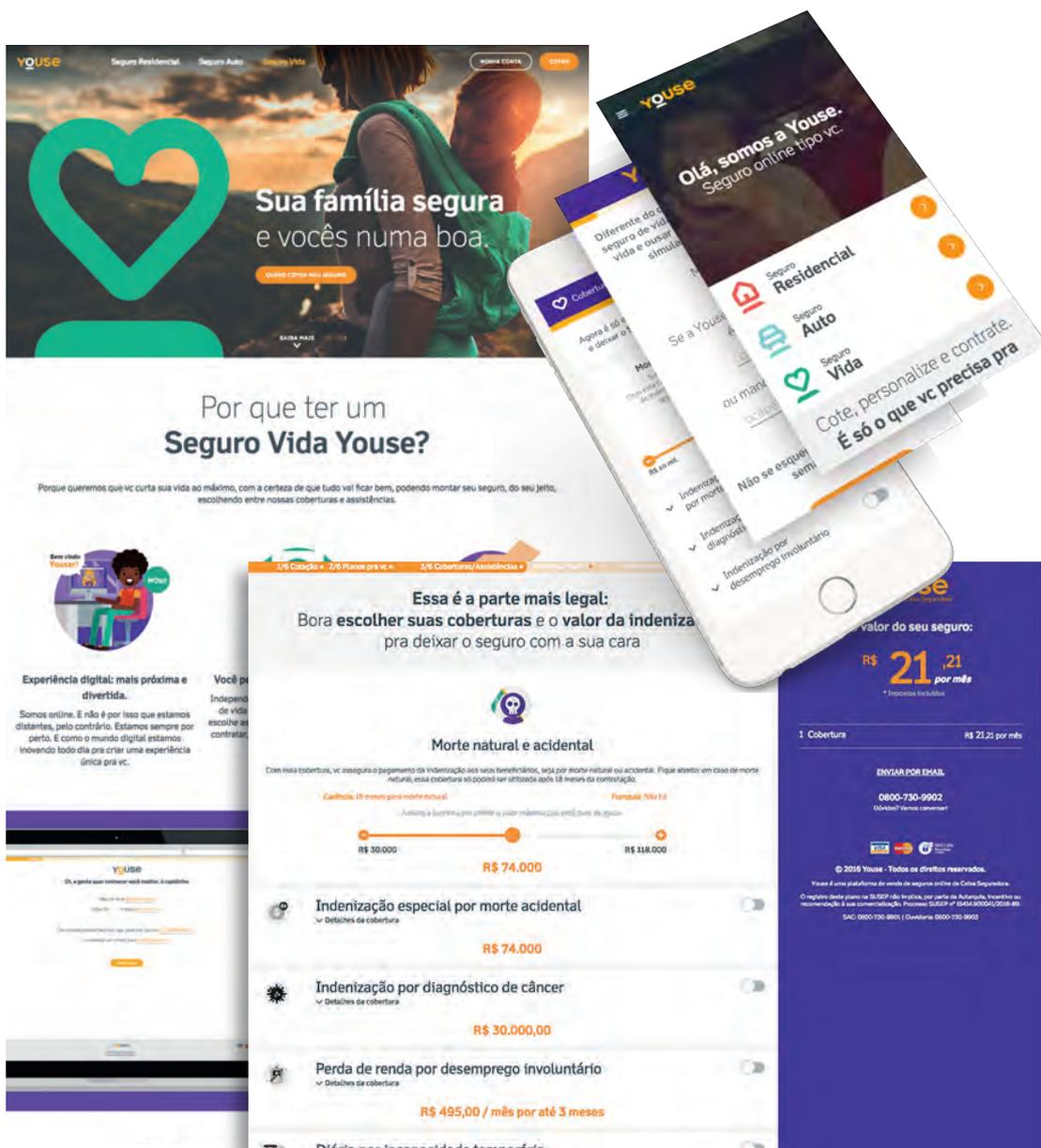
- Obsession with crafting simple, intuitive, and delightful user experiences and designs
- Ability to create beautiful pixel-perfect designs, icons and illustrations
- High level skill with Sketch, Photoshop, Illustrator and Interaction Design prototype tools such as Invision
- Working with data analysis and data-led goals - GA,
- Working with agile processes and applying designing thinking
- User Interviewing
- Information Architecture skills such as Wireframing, user Flows, user Journeys and Personas

# Sales flow

Youse

my role - ux / visual design/ illustration / iconography

In 2014 the Caixa seguradora (Caixa insurance) founded Youse. The first online insurance platform in Brazil. Together with the desing team, we created the whole digital experience. We began by prototyping two ideas on paper. After several studies, we validated an idea whose concepts reached their best. Based on this first flow, 3 different teams were formed, then I was responsible for the Life Insurance team and all features of this product since then.

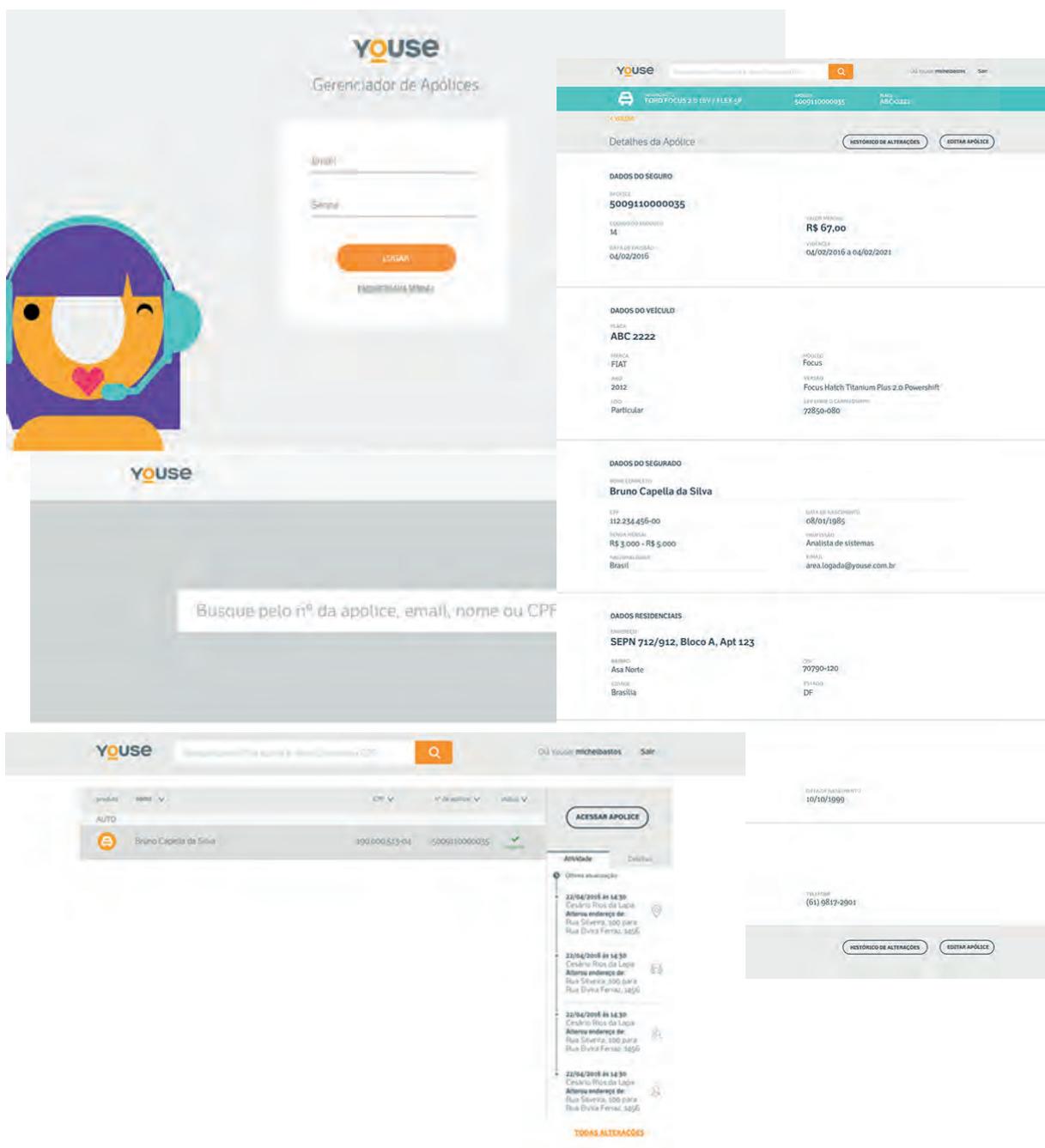


# Policy manager

Youse

my role - ux / visual design

In order to make the process of changing an insurance policy quicker and faster, we developed a policy management tool. We carried out usability tests and user researchers. To track their needs and develop the best structure.



# Youse Hero

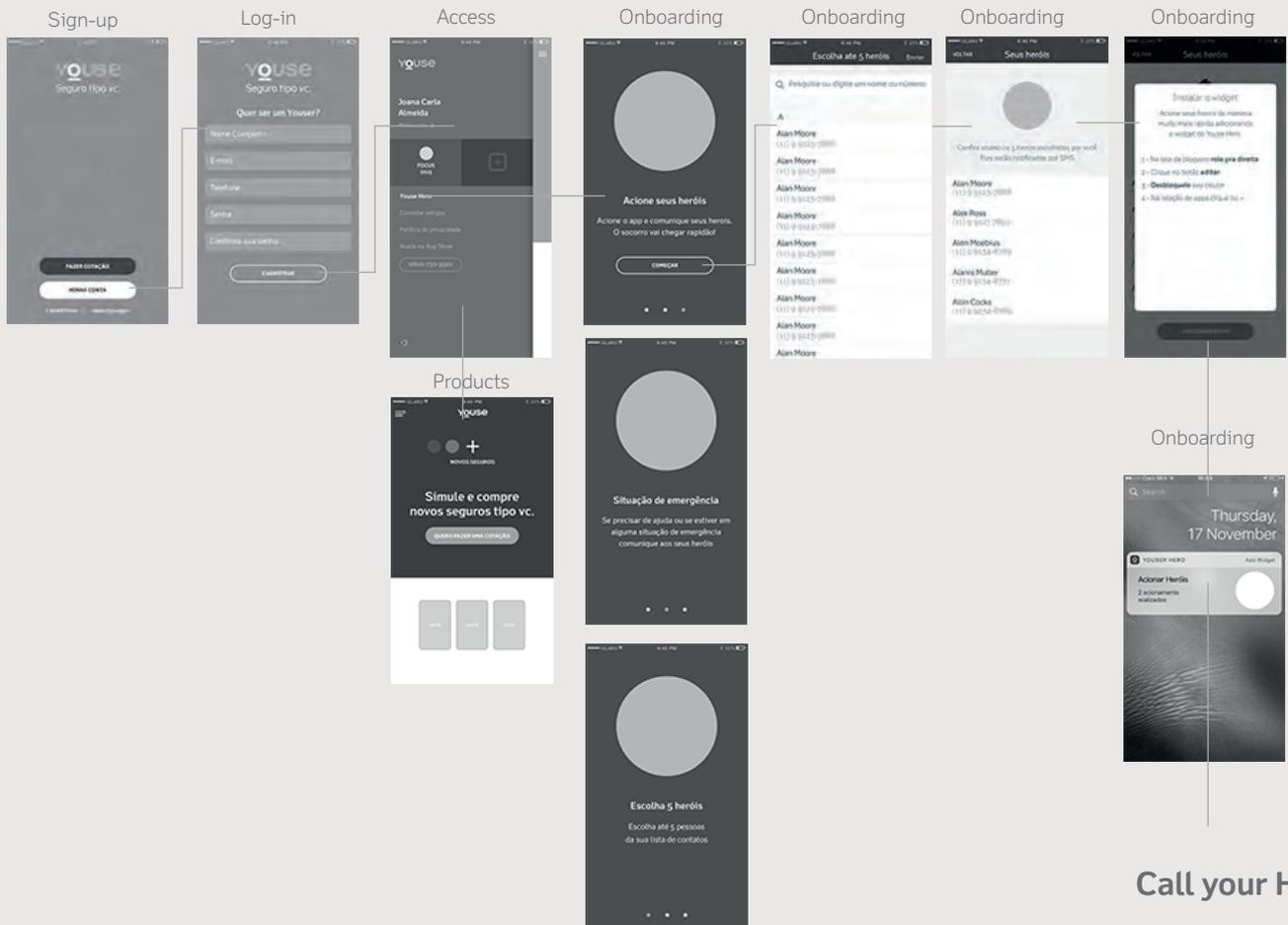
APP

my role - ux / visual design/ illustration

Yousehero is a life insurance feature belong to Youse app Products. We created a system where you can send a message (SMS or audio) automatically to your "heroes" when in risky situation or accident for example.



## wireframe - flows



Call your Heroes

# Yousicons

icons set

Youseicons were created to ease the communication and user understanding.

The main points were communication clarity, brand style, meaningful and attractive icons.

The proposal was improving usability and user experience and corresponding with the general stylistic concept of the interface. We realized user tests to know the understanding level of each proposal. This was the best part.



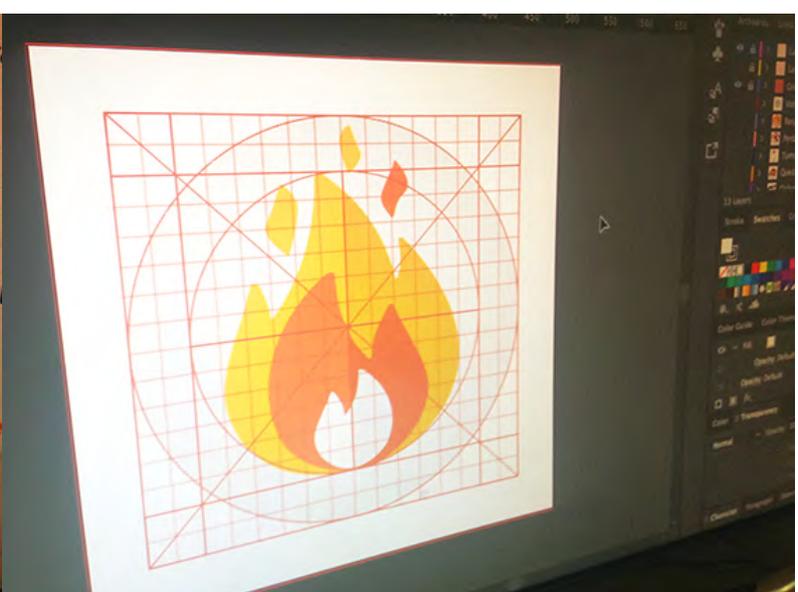
System icon



System icon cards/emails

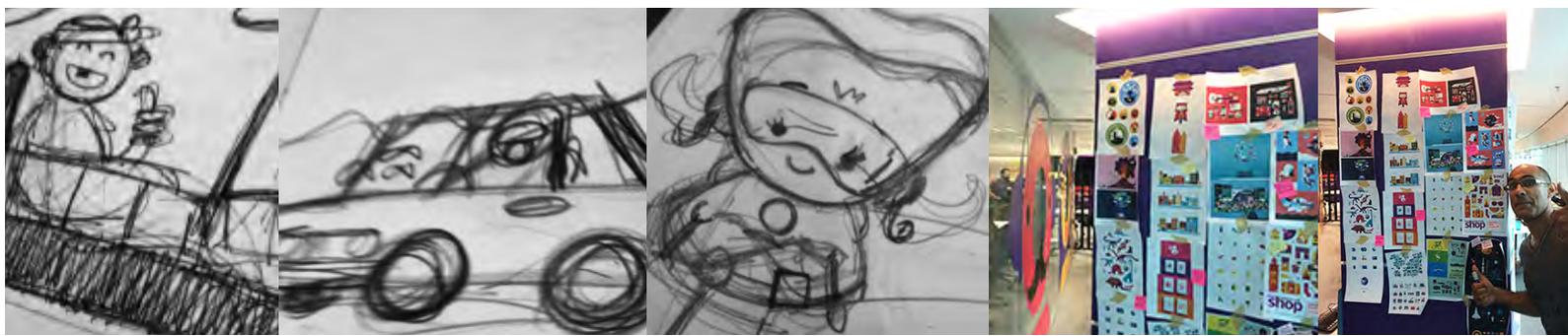
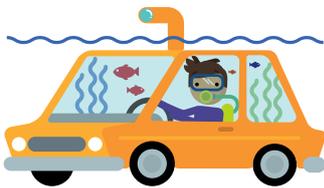
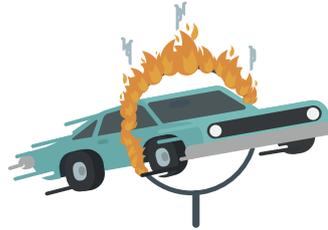


Product icon



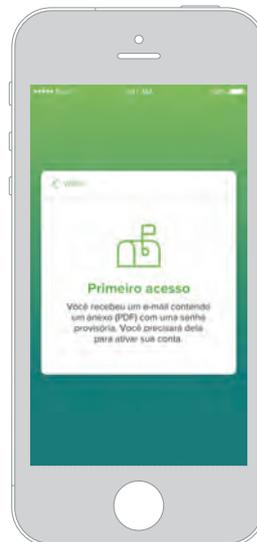
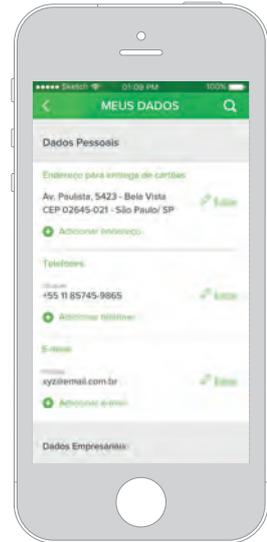
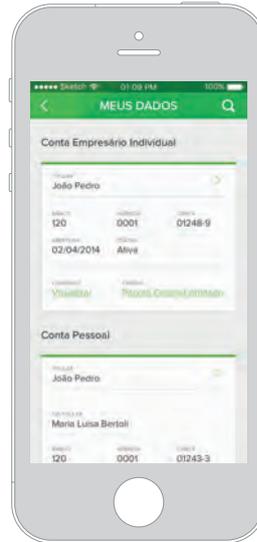
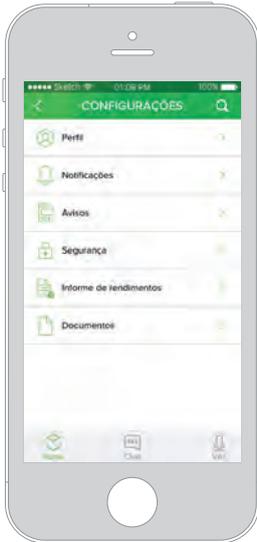
# Yousillustration

brand illustration



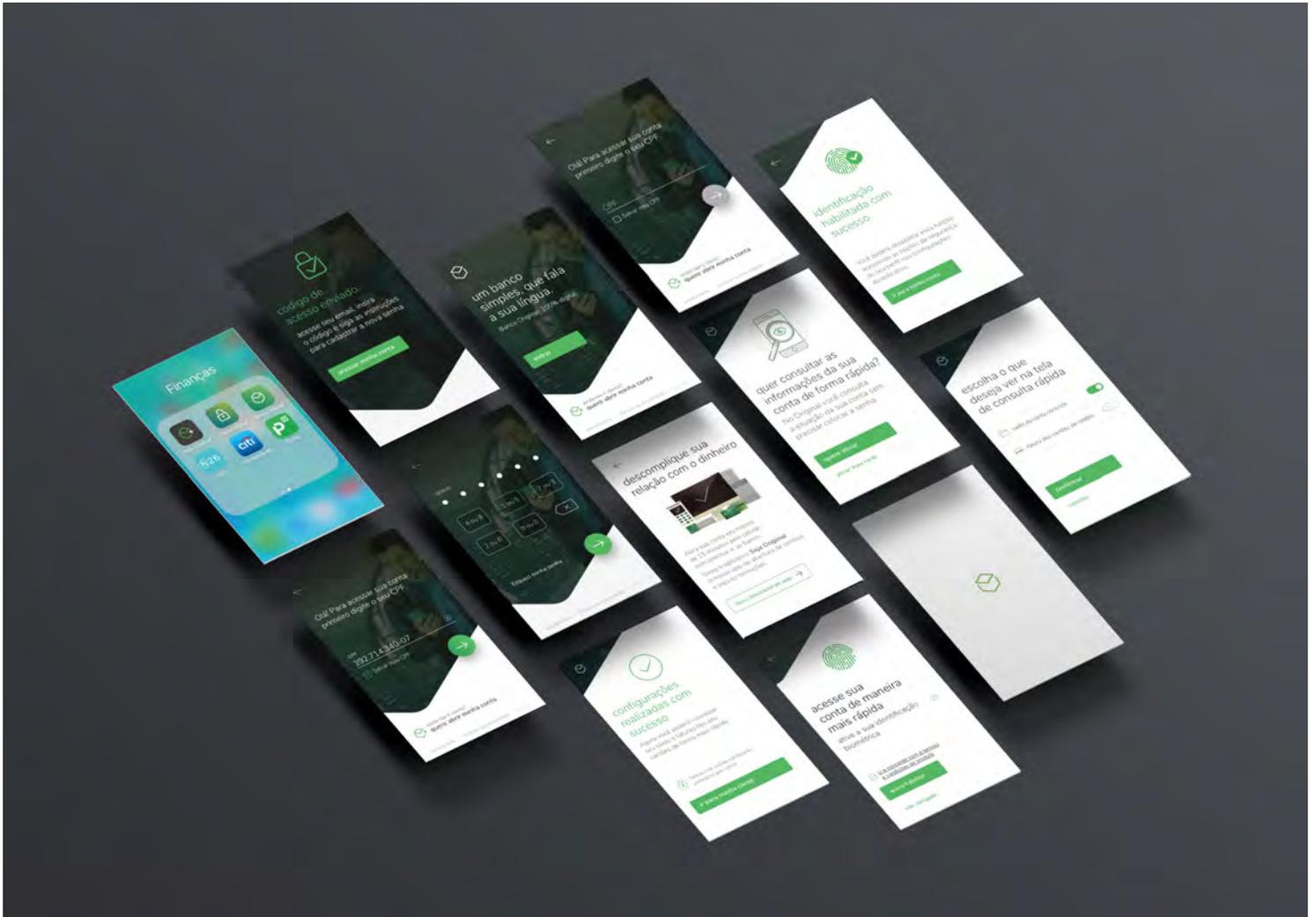
# Banco Original

Some screens about Banco Original app



# Original Bank

Screens, Illustrations and empty states

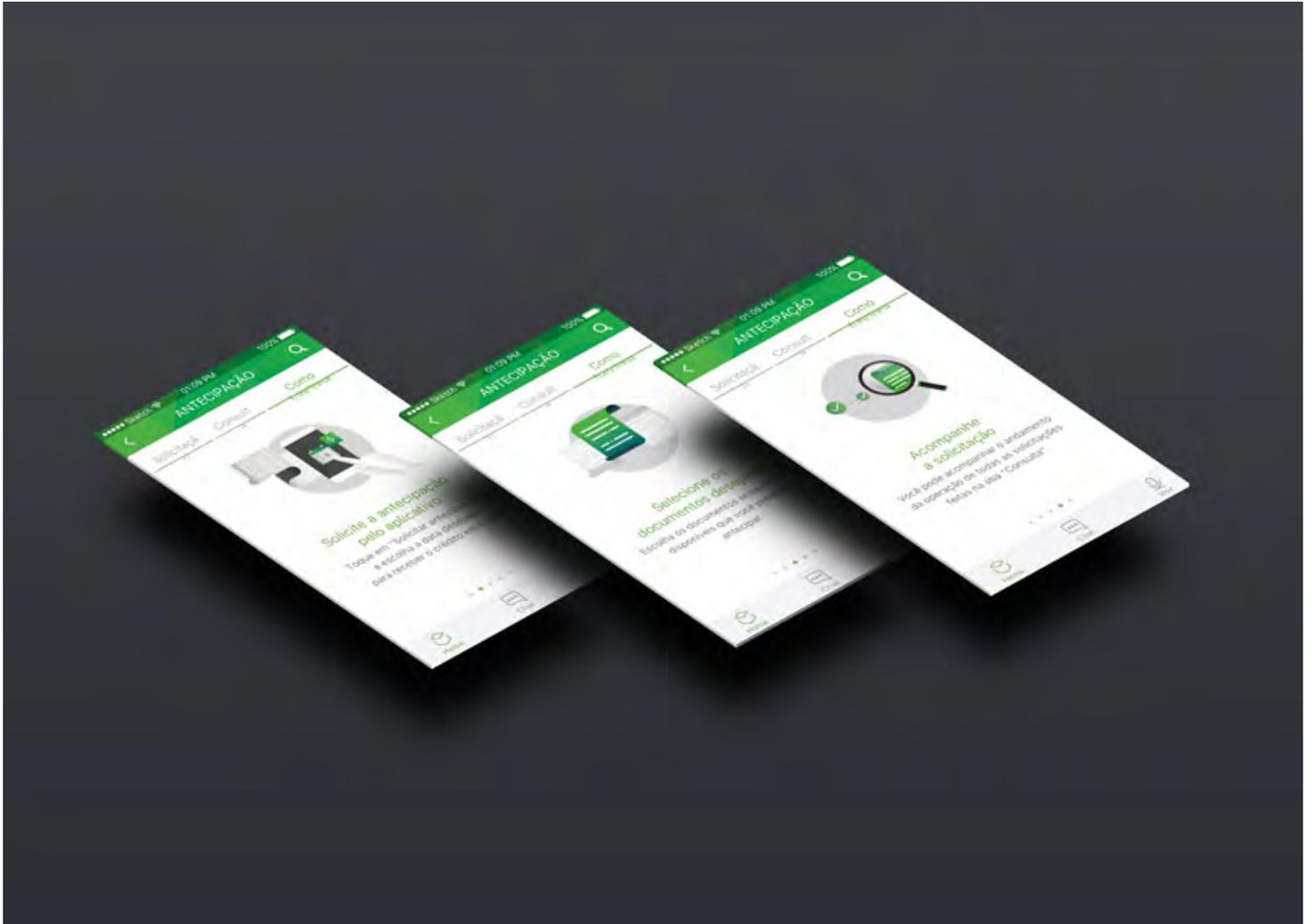


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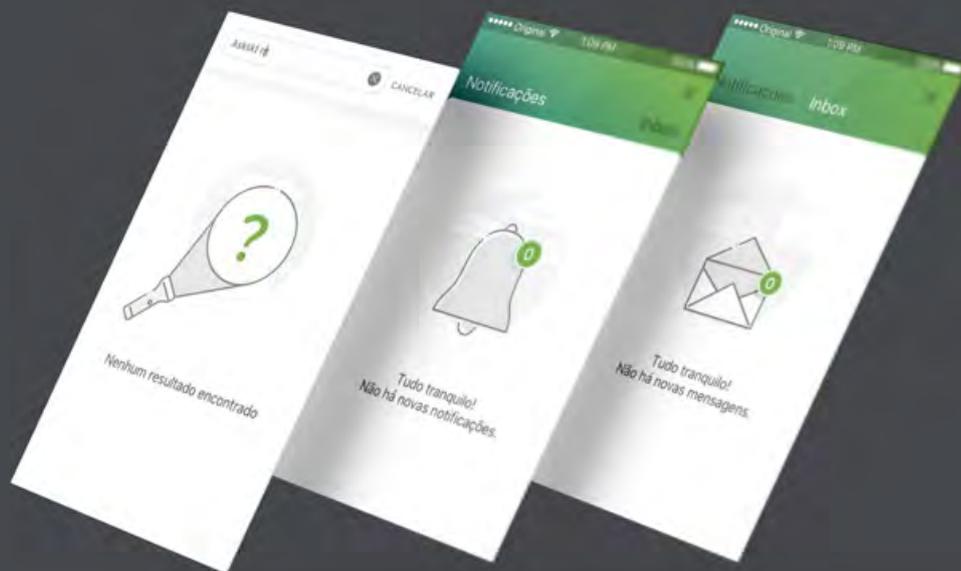


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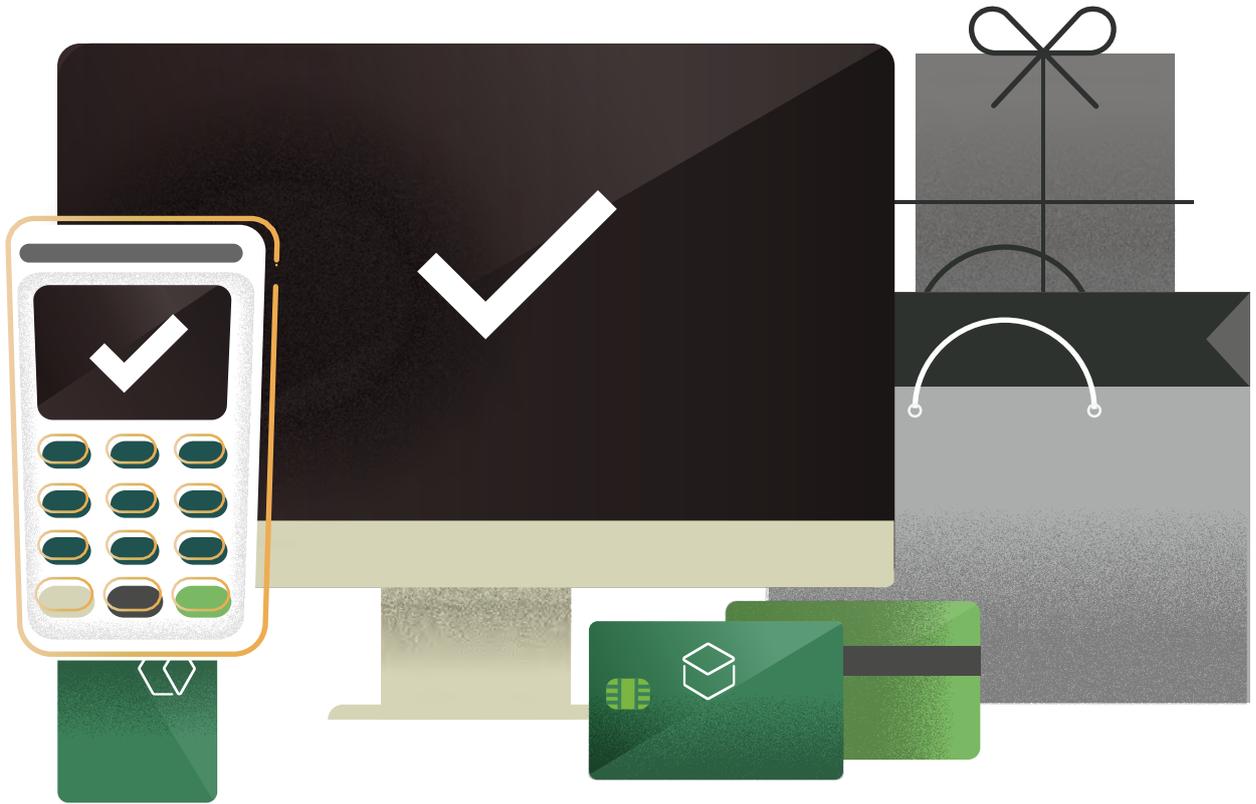


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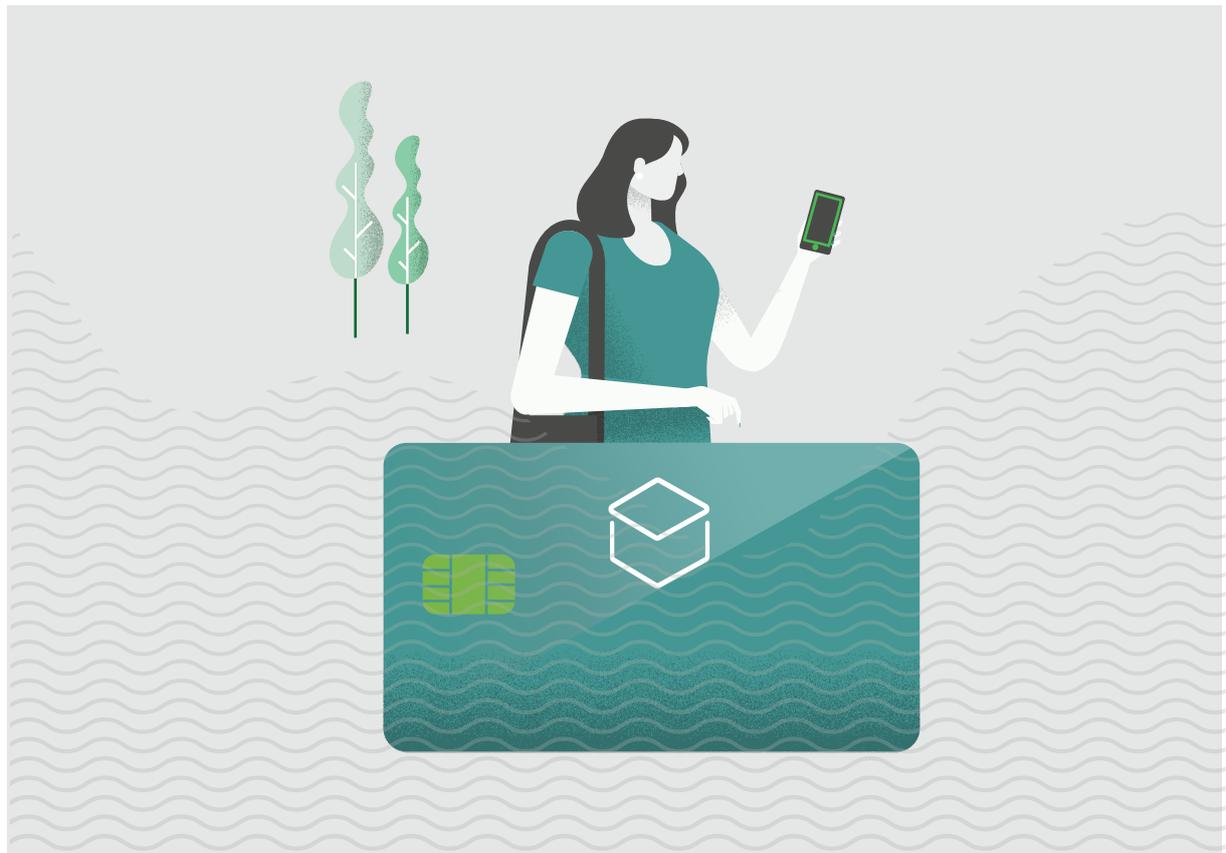
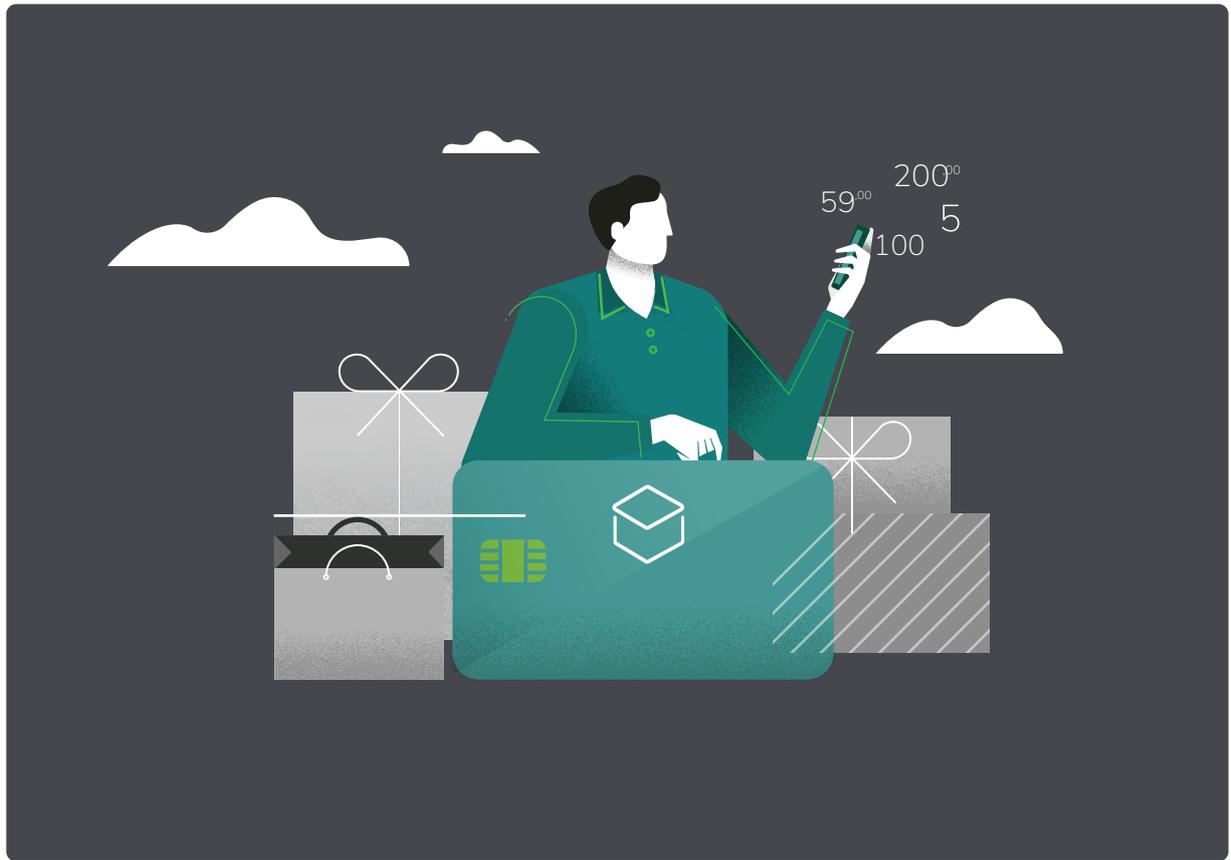


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