

Martha Costa

Product/UX Designer

www.marthacosta.com

San Diego, CA / Remote

Retired Scientist, turned UX/UI Designer. Compelled by research, design, and the iterative process to improve the user's experience.

Motivated to make an impact in people's lives through design.



CONTACT

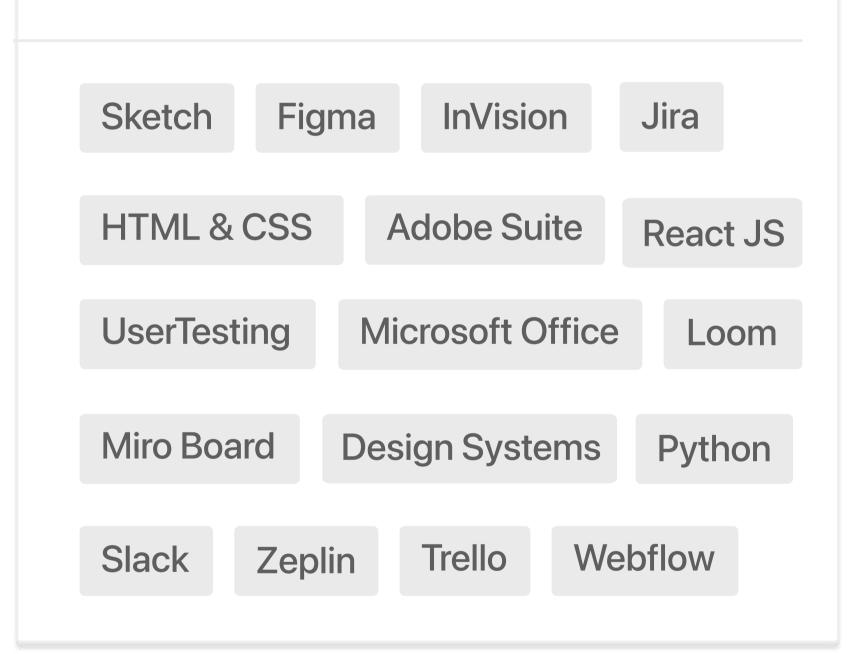
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CONNECT

linkedin.com/in/martha-costa

TOOLS



SKILLS

- High-fidelity prototyping/wireframes
- User flows & journeys
- Usability testing & QA
- User interviews & persona creation
- Data visualization
- UI and mockup creation
- D2C and B2B Experience
- Enterprise User and Software Experience
- WCAG knowledge
- Team leading and training colleagues
- Designing walkthroughs for clients, development teams, and compliance
- Strong communication, collaboration, and presentation skills in a team environment
- Remote working experience: Slack, Trello, Zoom, Google Meet, Skype Business call

BACKGROUND

WORK EXPERIENCE

September 2019 - Present

EIS Group, Ltd

SENIOR UX DESIGNER

- Design lead for a product specific enterprise user application. Led in-person and virtual discovery sessions to create and maintain our base auto, medical, and insurance product over the course of years.
- Worked with a product team (product owners, subject matter experts, BAs, developers, QAs) to ideate and execute.
- Constructed a design system library (Invision DSM) using react components. Maintained and develop new components.
- Rapidly built user flows, journeys, wireframes, and prototypes to socialize with stakeholders and clients.

December 2023 - Present

Clients Include:

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Geico, Allstate, Pacific Life

Gilbarco Veeder-Root

SENIOR UX/UI DESIGNER (Contract)

Shell, Chevron, Costco

• Improved usability for point of sale devices for gas stations. Redesigned UI and library for software configuration.

April 2022 - March 2023

Clients Include:

Amerimed, Pro-Gene

EMGENEX

SENIOR UX/UI DESIGNER (Contract)

• Lead designer for a healthcare company that provided digital solutions for COVID testing apps and telehealth. Created provider, and patient results portals, alongside product owners and developers, for implementation and QA.

July 2018 - September 2019

Clients Include:

Sagicor

RGAX (Reinsurance Group of America)-Digital Distribution

PRODUCT DESIGNER

- Collaborated with an e-commerce team comprised of marketing leads, developers, copywriters, and business managers to create landing pages and branding assest.
- Leveraging user research results and usability testing by recruiting users on UserZoom.

February 2018 - July 2018

MBDM Group (Strauhse)/ TVPartyApp

FREELANCE UX/UI DESIGNER

- Freelance UX/UI Designer that included projects designing iOS, and web applications.
- Utilized Sketch, InVision for UI design and to prototype high-fidelity mockups of every screen for development.
- Led user and product discovery through surveys and video recorded interviews with community users.

January 2017 - December 2017

User Experience (UX) Design Certification - University of California San Diego

UX DESIGN STUDENT

June 2011 - February 2018

Johnson & Johnson/ Janssen R&D - San Diego, CA

ASSOCIATE SCIENTIST

- Performed data analysis and Python programming on experimental results.
- Member of the Janssen Communications Team to accelerate campus-wide participation and communication through the redesign of a new campus portal.



EDUCATION

2017

University of California, San Diego Extension

User Experience (UX) Design Certification

2009-2012

University of California, San Diego: Marshall College

Bachelor of Science in General Biology



PUBLICATIONS AND PRESENTATIONS

Acta Neuropatholica-Scientific Journal

Co-Author