



# Martha Costa

Product/UX Designer

[www.marthacosta.com](http://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

+1 (858) 722-2604

MCmartha3000@gmail.com



## CONNECT

[linkedin.com/in/martha-costa](https://linkedin.com/in/martha-costa)

## TOOLS

Sketch Figma InVision Jira

HTML & CSS Adobe Suite React JS

UserTesting Microsoft Office Loom

Miro Board Design Systems Python

Slack Zeplin Trello Webflow

## 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.

Clients Include:

**Geico, Allstate, Pacific Life**

December 2023 - Present

**Gilbarco Veeder-Root**

#### SENIOR UX/UI DESIGNER (Contract)

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

Clients Include:

**Shell, Chevron, Costco**

April 2022 - March 2023

**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.

Clients Include:

**Amerimed, Pro-Gene**

July 2018 - September2019

**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.

Clients Include:

**Sagicor**

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 Neuropathologica-Scientific Journal**

Co-Author