

Andreia Costa

Portuguese Digital Product Designer living in Lisbon

I love product challenges and to feel part of a team valued by its organization. I try my best to reduce complexity debt for the sake of the product experience and development costs.

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Education

Bachelor of Communication Design
2012 — 2015
Faculty of Fine Arts of Lisbon, Portugal

Civil Engineering
2007 — 2012 (drop out)
Faculty of Sciences and Technology
(FCT-UNL), Portugal

Chemical Engineering,
2006 — 2007 (drop out)
Faculty of Sciences and Technology
(FCT-UNL), Portugal

Experience

Product Designer at Drover
Apr 2019 — Present
Sunny Lisbon #remote

Project/Product

Drover is a VC-backed marketplace company offering monthly, all-in car subscriptions to customers who want to experience car ownership: flexible and at a fair, transparent price.

Major learnings so far

- Improved the design team processes that had a positive impact how the design team works with PMs and specially with Engineering teams.
- Pushed for discovery work by proactively starting research and contacting with different teams in the company.
- Continuous experimentation and improvement of processes to deliver better/faster work: 1) experimenting with Google Sheets Figma plugin on the importance of using real content on the design work; 2) making sure the language we use on Drover product is consistent across the experience; and, 3) I've said no to lorem ipsum and have been improving my interface writing skills to help me design the next user experience.

Product Designer at Octopus Labs
Nov 2017 — Feb 2019

Sunny Lisbon #remote

Project/Product

Octopus Labs is the fintech innovation unit of the Octopus Group. Labs is currently working on their newest business: Octopus Wealth. A wealth management company that combines tech and financial planning to best serve advisers and their clients.

Major learnings

- More transparent design work by sharing more and often, through the use of new tools like Figma and design documents.
- Fine-tuned ability to adapt to remote work and communicate as a team.
- Helped with scope definition alongside with developers and project managers.

Freelance Product Design, James Finance
Aug 2018 — Sep 2018

Sunny Lisbon

James is a B2B company for managing Credit Risk through artificial Intelligence. Helped James design their Model Explainability platform that allow modelers to fully explain and interpret models and decisions.

Designer at Houseberry
Aug 2017 — Oct 2017

Sunny Lisbon

Project/Product

SaaS for rent payments between tenant and landlord. Tracking and monitoring of payments in real time. Property deposits management.

Major learnings

- A better understanding of how developers work (object-oriented approach).
- Helped involve the team in product discovery and lead user testing sessions.

Octopus Accelerator w/ Advicefront

Oct 2016 — Jan 2017

Rainy London

The Advicefront team was chosen to be part of Octopus Labs first Accelerator program in London. It was a great experience and opportunity to learn from all Octopus' professionals and partners.

Designer at Advicefront

Jun 2016 — Jul 2017

Sunny Lisbon

Project/Product

Advicefront is a B2B2C SaaS company developing tools for financial advisers. Automation being the key to improve productivity, save time and reduce the advisers' costs to serve – making each client more profitable.

Major learnings

- Learned about Agile development principles/practices like Scrum and Kanban.
 - Learned about Product Design and shipping lifecycles.
 - Gained knowledge about startups' business objectives.
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Faber Ventures Summer Internship at Advicefront

Jun 2016 — Sep 2016

Sunny Lisbon

I was part of a 12-week internship programme and had the opportunity to be an intern designer at Advicefront (Faber's portfolio startup). Great experience overall, from being exposed to Lisbon's startup scene and hear about professionals across verticals.

Junior Web Designer at Gryphtech

Oct 2015 — May 2016

Sunny Lisbon

First job experience. Worked in a small international company in their Lisbon's office. I helped with the content management of their websites (CMS). Designed marketing material, newsletter campaigns and did basic Front-end implementation (Bootstrap, HTML & CSS).

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