



## Martha Costa

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

Research Scientist/ UX Designer

San Diego, CA/Remote

Scientist turned UX designer who is compelled by research, analysis, and the iterative process that improves the user experience. Eager and motivated to contribute my extensive scientific background and experience in UX design to a driven company.

### CONTACT

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[MCmartha3000@gmail.com](mailto:MCmartha3000@gmail.com)

### CONNECT

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

### TOOLS

- Sketch
- HTML & CSS
- InVision
- Axure RP
- Bootstrap
- Python
- Balsamiq
- Microsoft Office
- Photoshop
- Graphpad Prism

### SKILLS

- High-fidelity prototyping
- Wireframing
- Usability testing & evaluation
- Data visualization
- User interviews & persona creation
- UI and mockup creation
- Team leading and training colleagues
- Strong communication, collaboration, and presentation skills in a team environment.

### REFERENCES

[Available on Request](#)

## BACKGROUND

### EXPERIENCE

February 2018 - PRESENT

[MBDM Group- STRAUHSE](#)

FREELANCE UX/UI DESIGNER

- Freelance UX/UI designer in a team of 5 that included projects designing iOS, and web applications.
- Used Sketch, Invision for UI design and to prototype high fidelity mockups of every screen for development
- Researched user experience and competitive analysis to outline the flow of the application to meet milestones with the rest of the team
- Redesigned the Strause web app experience by discovering painpoints and finding design solutions through an iterative process with the team and users.

June 2011 - February 2018

[Johnson & Johnson/ Janssen R&D - San Diego, CA](#)

ASSOCIATE SCIENTIST II

- Lead member of the antibody discovery molecular biology team of Janssen Prevention Center
- Spearheaded experimental design for new assays and optimization of current experimental conditions to increase throughput and efficiency
- Led team members through hands on training of laboratory equipment and their interfaces.
- Performed data analysis using Graphpad Prism and Python programming on experimental results
- Frequently gave presentations and proposed improvements during weekly collaborative local team meetings, poster sessions, and global conferences
- Member of the Janssen Communications Team to accelerate campus wide participation and communication through the redesign of a new campus portal
- Organized both inter and intra-group outings and team building events throughout the year

January 2017 - December 2017

[User Experience \(UX\) Design Certificate Student - University of California San Diego](#)

UX DESIGN STUDENT

- Produced high fidelity wireframes on Sketch, Photoshop, Balsamiq and interactive prototypes using Axure RP and Invision
- Created conceptual designs and thoroughly documented the process through design briefs, hierarchical task inventories, and work affinity diagrams
- Established user needs and goals through user interviews, user personas, and affinity diagrams
- Performed iterative design after conducting data analysis through the use of user tasks, heat mapping, mouse tracking, and evaluating design heuristics
- Conducted case studies by guerilla user testing to reveal pain points, designed solutions, and validated through usability testing

### EDUCATION

2017

[University of California San Diego Extension](#)

User Experience (UX) Design Certification

2009-2012

[University of California San Diego: Marshall College](#)

B.S., General Biology

### PUBLICATIONS AND PRESENTATIONS

2017

[Acta Neuropathologica](#)

Co-Author

- Immunological Memory to Hyperphosphorylated Tau in Asymptomatic Individuals.

2016-2017

[Janssen RND, La Jolla](#)

- Adaptation of a human monoclonal antibody recovery platform (BSELEX) to a mouse system (Oral & Poster),
- Mining the human immune repertoire for naturally-occurring antibodies against tau (Oral & Poster)