



Martha Costa

www.marthacosta.com

Product/UX Designer

San Diego, CA/Remote

Scientist turned UX designer who is compelled by research, analysis, and the iterative process to improve the user experience. Eager and motivated to contribute my extensive scientific background and experience in UX/UI design.

CONTACT

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CONNECT

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

TOOLS

- Sketch
- HTML & CSS
- InVision
- Axure RP
- Mural Board
- UserZoom
- Balsamiq
- Microsoft Office
- Adobe Suite
- Jira
- Python
- Slack
- Zeplin
- Trello
- Webflow

SKILLS

- High-fidelity prototyping/wireframes
- User journeys
- Usability testing & evaluation
- Data visualization
- User interviews & persona creation
- UI and mockup creation
- Team leading and training colleagues
- Design walkthroughs for clients, development teams, and compliance
- Strong communication, collaboration, and presentation skills in a team environment
- Remote working experience: Slack, Trello Cards, Zoom, Mural, Skype Business call

REFERENCES

[Available on Request](#)

BACKGROUND

EXPERIENCE

July 2018 - Present

RGAX (Reinsurance Group of America)-Digital Distribution

PRODUCT DESIGNER

- Collaborated with a digital distribution team comprised of marketing leads, developers, copywriters, and business managers to communicate engaging user experiences to drive traffic to the product.
- Ideating and brainstorming solutions in a workshop setting to identify problems and user goals, while using design thinking methodology (competitive research, affinity mapping, design reviews).
- Leveraging user research results and usability testing by recruiting users on UserZoom to think-out-loud sessions in order to obtain system usability scores and persona development.
- Synthesized multiple e-app journeys based on user interviews, UX best practices, and user testing while adhering to compliance and business requirements.
- Worked with development teams and vendors to communicate integrations and interactions through high level user journey maps, style guide and design pattern libraries.

February 2018 - July 2018

MBDM Group (Strauhse)/ TVPartyApp

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

- 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.

January 2017 - December 2017

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

UX DESIGN STUDENT

- Produced high-fidelity wireframes on Sketch, Photoshop, Balsamiq as well as interactive prototypes using Axure RP and Invision.
- Established user needs and goals through user interviews, user personas, and affinity diagrams.
- Conducted case studies by guerilla user testing to reveal painpoints, and then designed and validated solutions 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

Bachelor of Science in General Biology

PUBLICATIONS AND PRESENTATIONS

2017

Acta Neuropathologica

Co-Author

- Immunological Memory to Hyperphosphorylated Tau in Asymptomatic Individuals.