

Ariel Acosta

UX Designer
New York, NY

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SKILLS

Design

UX Design
User Research + Synthesis
Design Thinking
Wireframing
Rapid Prototyping
Usability Testing

Software

Figma
Sketch
Google Suite

Languages

Spanish - Conversational

EDUCATION

Beginex – New York
January 2020 - May 2020
UX Design Accelerator

Hunter College – New York
September 2004 - May 2009
Bachelor of Arts, Media
Studies

CERTIFICATIONS

Enterprise Design Thinking Practitioner

IBM, issued April 2020

EXPERIENCE

UX Designer – GMR Marketing | Marketing Agency

May 2021 – Present

Working with B2B/B2C clients in different industries. Projects include:

- Designing internal pages and microsites that will be used by 10,000 insurance company employees.
- Conducted a web accessibility audit for an interactive fan site for international automotive company.

Freelance UX Designer – Self

April 2021 – Present

- Bridgegate Systems | Telecommunications Subcontractor | Website
 - Synthesized prior research information with new data to create user personas, sitemaps and a mid-fidelity prototype.
 - Conducted usability interviews to improve design, layout and content to address user needs.

UX Design Consultant – Olas | Education Startup | B2C

June 2020 - August 2020

Olas guides students and professionals to new potential careers, acquire new skills and gain real experience for future roles.

- Designed a user dashboard prototype for tracking job applications, badges, and endorsement for Olas members.
- Created a job application form that increased status transparency for users.
- Oversaw and assisted on the creation of the job board and job listings pages.

UX Design Consultant – Amplio.io | Fitness Tech Startup | B2B/B2C

January 2020 - April 2020

The Curae app, a diagnostic tool for athletes to avoid soft tissue issues with data from thermal imaging + A.I.

- Engaged with Stakeholders on progress and modifications weekly.
- Conducted user research with athletes to determine user behaviors, thoughts, and potential future pain points.
- Designed user flows for home dashboard that provided mobility assessment data to athletes.

IT Support Specialist – Oscar De La Renta, Diesel, and Ippolita

January 2011 - March 2020

- Provided IT Support and Customer Service for hundreds of users in the corporate offices, retail stores and distribution centers.
- Worked directly with HR and Department Managers for employee onboarding.
- Created and maintained documentation for improved IT Dept service turnaround and to educate new employees.
- Managed Inventory of all IT Equipment which lead to 80% equipment retention rate of laptops, mobile devices, and desktops.
- Handled the set up and opening of the Ippolita Store in NYC (2012/13) and the Oscar De La Renta Pop up store in Boston, MA (2018).