

CARLA COSTA

A PRODUCT DESIGNER BASED IN LONDON

CONTACT

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PROFESSIONAL SUMMARY

Innovative Lead Product Designer with 11+ years of experience in end-to-end UX/UI design, specialising in mobile apps, websites, and responsive platforms. Skilled in building products from the ground up, leading redesigns, and elevating user experiences across industries including automotive, technology, fashion, travel, wellbeing, and gaming.

A collaborative partner to stakeholders, developers, and cross-functional teams, with a proven ability to drive product success through strategic design thinking. Passionate about solving user problems, crafting engaging, delightful experiences, and using gamification to create intuitive designs that balance user needs with business objectives.

EDUCATION

MSC IN GAME
DESIGN

Kingston University
2018

MOBILE USER
EXPERIENCE

Nielsen Norman Group
2020

BACHELOR IN
FASHION DESIGN

Universidade Veiga de Almeida
2005

TOOLS & TECHNOLOGIES

DESIGN TOOLS: Figma, Sketch, InVision, Zeplin, Principle, Adobe Creative Suite

PROTOTYPING: After Effects, Principle, InVision

PLATFORMS: iOS, Android, TVoS, Apple Watch, Responsive Web

LANGUAGES

Fluent in **English, Portuguese** (Native), and **Spanish**

Applied trilingual skills to lead design projects and manage international markets across Latam (Brazil, Mexico, Argentina, Spain).

CORE COMPETENCIES

User Experience (UX)	Mobile & Web Design	Design Operations (Design Ops)	Prototyping
User Interface (UI)	Team Leadership & Mentorship	Responsive Design (iOS, Android, Web)	Figma, Adobe Creative Suite
Design Systems	Agile & Cross-Functional	Interaction & Motion Design	Information Architecture
Wireframing	International Market Design		Branding

MY EXPERIENCE

THE GUARDIAN CONTRACT 2025

SENIOR PRODUCT DESIGNER

- Designed the end-to-end puzzle hub experience from the ground up across iOS and Android, unifying third-party games into a cohesive branded environment while improving usability, information architecture, accessibility, and adding micro animations to enhance visual appeal and user engagement.
- Developed prototypes to test new puzzle features and interactive elements, helping communicate design vision to stakeholders.
- Collaborated with cross-functional teams (product, tech, editorial) to align design solutions with business and user goals.
- Created and adapted responsive designs for both mobile and tablet, including dark mode support.

THE AA 2024

LEAD PRODUCT DESIGNER

- Spearheaded the end-to-end UX/UI rebranding for the Vixa 2024 app, enhancing customer experience and increasing satisfaction by 53%.
- Worked closely within an Agile cross-functional team to support the rebrand and launch of the Vixa 2024 app, ensuring UX/UI aligned with business objectives and user needs.
- Delivered 8 new features for the Vixa app, including Tyre Check, Car Locator, Virtual Mechanic, and Driving Stats, contributing to enhanced user engagement and satisfaction.
- Redesigned key areas of the app such as dashboard, battery and engine insights, engine insights, support, and others to align with new branding, creating a seamless and upscale user experience.
- Led and Optimised Design Operations (Design Ops) by streamlining Figma workflows, file organisation, and version control, while designing an onboarding experience that accelerated new hires' integration by 40% and improved project efficiency by 30%.

KEY SKILLS: UX/UI Design, Mobile App Redesign, Design Ops, Figma, Agile Methodologies and Cross-Functional Collaboration

KINDRED 2019 - 2023

LEAD PRODUCT DESIGNER

- Led the end-to-end redesigning of the Unibet Sportsbook Air iOS/Android app, driving a 20% increase in conversion rates and improving user retention.
- Designed and launched features aimed at increasing user retention and app engagement for Unibet's mobile platform.
- Led a team of 5 internationally located designers around multiple markets, to develop and launch new features for Unibet's responsive website, including user onboarding (join/leave), rules and regulations, and payment management systems.
- Collaborated with stakeholders, developers, and POs to define product vision, epics, and user stories, ensuring consistent delivery of design objectives.
- Delivered prototypes, wireframes, and animations to communicate design solutions, resulting in seamless alignment across teams.

KEY SKILLS: UX/UI Design, Mobile App Design, Stakeholder Management, Agile, International Team Leadership

DISCOVERY CHANNEL CONTRACT 2019

SENIOR PRODUCT DESIGNER

- Led product design for the Dplay app (iOS/Android, mobile/tablet) for Discovery Channel brands (Dplay and Luna).
- Delivered flows, prototypes, components, and specs to align design with Product Owners and Developers.
- Created the first Atomic Design Library for Discovery Channel, adopted across multiple teams and platforms.
- Collaborated with cross-functional teams located in Spain and the UK to align UX/UI with business goals, supporting and supervising design implementation.

KEY SKILLS: Product Design, Atomic Design Systems, UI/UX Design, Cross-Platform Design, Prototyping, Sketch, InVision, Zeplin, Agile Multilingual collaboration

VEON CONTRACT 2018 - 2019

SENIOR PRODUCT DESIGNER

- Led UX/UI design for the Personal Expression App, owning product design and contributing to feature planning and estimates.
- Delivered wireframes, mockups, UI flows, and assets, ensuring alignment with Agile teams and developers.
- Collaborated with Product Owners and Testers to oversee design quality and ensure smooth implementation.
- Worked with Zeplin, Sketch, InVision, and Jira to streamline design and development handoffs.

KEY SKILLS: UX/UI Design, Agile Collaboration, Wireframing, Prototyping, Product Design, Zeplin, Sketch, InVision, Jira

TRAVEL REPUBLIC 2015 - 2018

MID/SENIOR UX/UI DESIGNER

- Designed UI, interaction, and motion for responsive websites and iOS/Android apps targeting both the UK and Arabic markets (Dnata products and Travel Republic).
- Created prototypes and specifications to effectively communicate ideas with developers, enhancing collaboration across international teams.
- Built design systems using Atomic Design methodology, crafting UI components, style guides, and icons in Sketch, Illustrator, and Photoshop.
- Developed compelling landing pages to engage users during the dreaming and researching stages, increasing user interaction and conversions.
- Designed and optimized assets for web and mobile, ensuring consistent branding across Dnata's product ecosystem.
- Led the transition to a new web-based Design System, supporting developers in migrating the current style guide to a scalable format for internal teams and third-party partners.
- Collaborated cross-functionally with developers, product teams, and stakeholders to ensure design quality, drive vision, and maintain product consistency.

KEY SKILLS: UX/UI Design, Atomic Design, Responsive Web & Mobile, iOS, Android, Design Systems, Agile, Multimarket Design (UK, Arabic), Animation

ACCENTURE 2013 - 2015

JUNIOR VISUAL/UI DESIGNER

- Designed visual interfaces for iOS and Android native apps, aligning products with system frameworks and client brand guidelines.
- Conducted design research and formulated visual and interaction approaches to create engaging, user-centric experiences across mobile, tablet, kiosk, and desktop platforms.
- Created and re-skinned white-label products to reflect client branding, ensuring seamless integration and visual consistency.
- Developed compelling visual stories, applying expertise in layout, typography, iconography, and data visualization to enhance user engagement at functional and emotional levels.
- Delivered prototypes and assets, collaborating with interdisciplinary teams to drive product vision and ensure successful implementation.
- Provided ongoing design support during the software development lifecycle, validating and iterating designs based on stakeholder and user feedback.

KEY SKILLS: UI/Visual Design, Prototyping, White-Label Branding, Data Visualisation, Cross-Platform Design (Mobile, Tablet, Desktop, Kiosk), Collaborative Design

MICROSOFT 2012 - 2013

SEARCH PROGRAM ANALYST MANAGER - BING LATAM

- Led quality assurance for Bing's Brazilian market, driving improvements in search engine results (SERP) by analysing Bing vs. competitor outputs and implementing solutions.
- Provided program management support for Mexican, Spanish, and Argentinian markets to ensure search quality and consistency.
- Collaborated internationally to push technical fixes for Brazil, liaising with global teams to resolve market-specific issues.
- Managed international testing scenarios, validating and analysing search queries to enhance feature performance across multiple Latam markets.

KEY SKILLS: Cross-Functional Collaboration, Latam Market Expertise, International Stakeholder Management, Market Localization

MICROSOFT 2010 - 2011

GETHELP ANALYST - CPAT LATAM

KEY SKILLS: Cross-Functional Collaboration, Customer Advocacy, Latam Market Support, International Stakeholder Management