

CARLA COSTA

A PRODUCT DESIGNER BASED IN LONDON

ABOUT ME

With 11 years of experience, I lead end-to-end design processes for apps, from strategy and goal-setting to execution. I excel in collaborating with stakeholders, driving design and testing, and ensuring seamless development and user satisfaction.

MY EXPERIENCE

THE AA 2024

LEAD PRODUCT DESIGNER

- Worked within an Agile team to rebrand and design for the new Vixa 2024 app, enhancing user experience and interface across all new features.
- Led Design Ops improvements, optimising project and file organisation, implementing Figma best practices, and creating an onboarding experience that accelerates new team members' integration into the company, product, and design processes.

KINDRED 2019 - 2023

LEAD PRODUCT DESIGNER

- Led a team of 5 people to improve and create new features for various areas in the existing Unibet products.
- Led the end to end re-design of the visual identity, UX and UI for Unibet Sportbook Air IOS/Android MVP app.

EDUCATION

MSC IN GAME DESIGN

Kingston University
2018

BACHELOR IN FASHION DESIGN

Universidade Veiga de Almeida
2005

MOBILE USER EXPERIENCE

Nielsen Norman Group
2020

CONTACT

www.carlacostadesigner.com

[linkedin/carlacostadesigner](https://www.linkedin.com/company/carlacostadesigner)

DISCOVERY CHANNEL CONTRACT 2019

SENIOR PRODUCT DESIGNER

- Worked in an Agile team responsible for improving and designing features for the dPlay native IOS/Android app.
- Created their first Atomic Design System that was later adopted by the other product and teams.

VEON CONTRACT 2018 - 2019

SENIOR PRODUCT DESIGNER

- Worked in an Agile team responsible for improving and designing features for their native IOS app.

TRAVEL REPUBLIC 2015 - 2018

MID/SENIOR UX/UI DESIGNER

ACCENTURE 2013 - 2015

JUNIOR UI/ VISUAL DESIGNER

SKILLS

Strategy	Pattern Library
Design Ops	Usability Testing
Leadership	Prototype
Information Architecture	Spanish
User Flows	Portuguese
Wireframes	
Branding	
Concepts	