



# Daniela Acosta

UX / Product Designer — San Diego, CA

[martadaniela.github.io/design](https://martadaniela.github.io/design)

## EXPERIENCE

### Jewels By the Sea — UX Researcher & Designer

*La Jolla, California, January 2023 - March 2023*

- Redesigned the jewelry store's website to modernize online presence and compensate for physical store closure in June
- Communicated with the business owner in-person and electronically to understand their needs and receive feedback
- Delivered a Figma prototype and will develop the website during summer

### UC San Diego Design Lab — Center 4 Health Design Student Design Consultant

*La Jolla, California, March 2023 - Present*

- Designing a mobile-app for public use to address unmet health and wellness needs, prototype and service blueprint delivery: June 2023

### San Diego Supercomputer Center — WIFIRE Lab UX Research & Design Intern

*La Jolla, California, June 2022 - October 2022*

- Designed and implemented an immersive installation to increase public acceptance of prescribed burns as a wildfire mitigation technique
- Presented final project to a diverse audience at UCSD's Design Lab with positive feedback from attendees
- Developed a virtual, VR version of the installation in Artsteps' Metaverse for enhanced accessibility and engagement

### Girls Who Code x Raytheon Technologies — Leadership Academy Participant

*Remote, USA, August 2022 - December 2022*

- Cultivated leadership, technical interviewing, and project management skills through active participation in program sessions
- Designed and developed a website to amplify the voices of women and non-binary folks of color's resilience in tech
- Promoted the website on Instagram, generating 10 positive messages, 14 story likes, and 34 site views over 3 months (tracked via google analytics)

## ORGANIZATIONS

### Design for America — UX Researcher & Designer

*La Jolla, California, January 2023 - Present*

- Designing an automated onboarding process for Savvy Giving by Design to expand their capacity as a non-profit, prototype delivery: May 2023

### Triton Solar Decathlon (TSD) — Design Lead

*La Jolla, California, January 2023 - Present*

- Spearheading TSD's rebranding and website redesign for improved online presence and mission communication

## EDUCATION

### University of California San Diego

*March 2024, 3.7/4.0*

#### Bachelors of Science

Cognitive Science Human-  
Computer Interaction

**Minors:** Design,  
Computational Social Science

## LANGUAGES

**Spanish** - Professional  
working proficiency

## TOOLS

Figma, Photoshop, HTML &  
CSS, Illustrator, Zeplin, Github,  
VSCode

## SKILLS

User Personas, User Research,  
Wire-framing, Low & High  
Fidelity Prototyping, Human-  
Centered Design, Interface  
Design, Project Management,  
Data Analysis, Usability  
Testing, Information  
Architecture, Brand Design,  
Data Visualizations in Python

## LEARNING MORE

Front-End Dev, Python,  
Graphic Design & More!

## CONTACT

#### LinkedIn:

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