ISA COSTA
PRODUCT DESIGNER

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TOOLS & TECHNOLOGIES

FIGMA · SKETCH · XD · MIRO
PHOTOSHOP · LIGHTROOM
AGILE · JIRA · CONFLUENCE · TRELLO
DESIGN SYSTEMS · CSS & HTML · FRAMEWORKS
VISUAL STUDIO CODE · CHROME DEVTOOLS · GIT

HARD SKILLS

DESIGN PRINCIPLES
VISUAL COMMUNICATION
INFORMATION ARCHITECTURE
WIREFRAMING & PROTOTYPING
USABILITY & RESEARCH
ANALYTICS & USER TESTING
RESPONSIVE WEB DESIGN
SEO & ACCESSIBILITY
PHOTOGRAPHY

SOFT SKILLS

DESIGN THINKING
PROBLEM SOLVING
CRITICAL THINKING
ADAPTABILITY & FLEXIBILITY
CURIOUS MUCH
FOREVER LEARNING & RECYCLING
MINIMALIST MINDSET

EDUCATION

ETIC_
Escola de Tecnologias Inovação e Criação
Multimedia Professional Course
2001 — 2004, Lisbon

LANGUAGES

PORTUGUESE   ENGLISH   JAPANESE

INTERESTS & HOBBIES

TECHNOLOGY   SCIENCE   HEALTH   LEARNING

PHOTOGRAPHY   BLOGGING   TRAVEL   NATURE

WORK EXPERIENCE

TALKDESK — SENIOR PRODUCT DESIGNER
September 2020 — Present / Remote, Portugal

I joined **Talkdesk** in the begging of the growth and expansion phase. I'm part of the initiative to transition what was a voice-only solution to a full omni-channel experience with the addition of SMS, chat, email, social, and other digital channels.

As a member of the **Product Design** team, I collaborate with other designers to create an intuitive and seamless experience for our customers. We exchange knowledge to ensure design consistency across our products, share feedback to enhance the Design System, and engage in discussions aimed at improving our organization's UX maturity and other design-related matters.

As a member of the **Digital Engagement** team, my goal is to provide the best experience possible for contact center agents to engage with customers, to keep conversation context and assuring the seamlessness of the flows between channels. My responsibilities include supporting PMs in defining product specifications, producing design artifacts, conducting research initiatives, and follow up on design implementations.

I currently lead a small team of designers. I oversee their work, provide mentoring, and act as a liaison between the team and product or leadership.

FEATURED PROJECTS

DIGITAL ENGAGEMENT → omnichannel engagement / digital
Product ideation & Strategy · User Research & Testing · UX & UI design · Prototyping

BRIGHT PIXEL SA — UX/UI DESIGNER
April 2016 — September 2020 / Lisbon, Portugal

At **BRPX** I had the opportunity to use the wide range of skills I had in my training, as well as to learn new ones. From simple product pages, to complex react web apps; mentoring start-ups on their projects usability, to revamping their pitch decks; event and portrait photography, to live-streaming events.

I was part of the founding team of the **Graf.ly** MVP, first as the Lead Designer, then as Project Manager. We worked closely with Público newspaper in a market validation partnership, and the project came to be selected for WebSummit 2016 alpha start-up program, were we spent a day promoting and gathering feedback non-stop.

As part of the **Labs** team, I engaged frequently in brainstorming sessions, do research, and fast prototyping concepts for products and solutions.

I was also involved in the organization of **Pixels.Camp**, the biggest portuguese tech event.

FEATURED PROJECTS

PROBELY → probe.ly
Visual Identity · Product Page · Web app · Report & Email design · Photography

TAIKAI → taikai.network
Branding · Visual Identity · Product Page · Web App

SONAE IM → sonaeim.com
Visual Identity · Website · Photography · Print · Style Guide

PIXELS CAMP → pixels.camp
Event Organization · Brainstorm · Website · Photography · Print · Community management

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MEO - SERVIÇOS DE COMUNICAÇÕES E MULTIMÉDIA S.A — WEB DESIGNER
December 2005 — March 2016 / Lisbon, Portugal

SAPO is Altice's web division in Portugal, that provides a large network of media websites and other content-sharing services in several countries. I had the privilege to collaborate in a lot of projects with very talented people, which contributed immensely to my professional growth. I went from Junior to Lead Designer in charge of the visual identity of the Portal's homepage and core-services (Mail, Blogs, Photos, Videos, etc).

The **homepage** required prioritizing speed and user experience while accomodating the needs of the commercial and editorial teams.

Mail is a core service of **SAPO** with vast demographics posing a great challenge in usability and accessibility. I was part of the team for seveal years and my roles ranged from the user interface design to product pages, as well as marketing and community engagement.

Blogs was one of my earliest projects, I was tasked with the platform's re-design twice. I also authored a few blog templates and helped the team continuously fine-tune the interface. To this day I still use and cherish very much this blogging platform.

FEATURED PROJECTS

SAPO → sapo.pt
Brainstorm · Visual Identity · Information Architecture · Website

SAPO MAIL → mail.sapo.pt
Visual Identity · Usability Testing · Product Page · Web & Mobile App

SAPO BLOGS → blogs.sapo.pt
Visual Identity · Interaction Design · Usability Testing · Website & Backoffice