ISA COSTA
UX/UI DESIGNER

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TOOLS & TECHNOLOGIES

SKETCH · FIGMA · XD · ILLUSTRATOR
PHOTOSHOP · LIGHTROOM
VISUAL STUDIO CODE · CHROME DEVTOOLS
CSS & HTML · WEB STANDARDS · MICRODATA
CSS FRAMEWORKS · REACT (JSX) · VUE.JS
GIT · AGILE

HARD SKILLS

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

SOFT SKILLS

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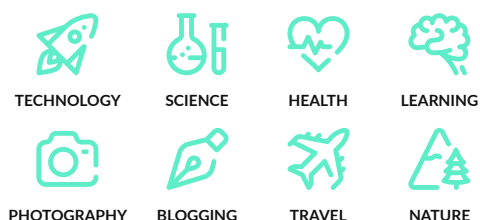FOREVER LEARNING & RECYCLING
MINIMALIST MINDSET

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

Bright Pixel SA — Web Designer
April 2016 — Present / Lisbon, Portugal

Working at BRPX has been an great opportunity to use the wide range of skills 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, as Lead Designer and also Project Manager for awhile. 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 a part of the **Labs** team, I engage frequently in brainstorming sessions, do research, and fast prototyping concepts for products and solutions.
I'm 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

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