RITA COSTA

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EDUCATION

MSc Human-Computer Interaction - Distinction - 2024
University College London
Interaction Science (75%), Disability Interaction (83%), Affective Interaction (70%)

BSc Computer Science (Artificial Intelligence) - 1st - 2022
King's College London
Software Engineering (84%), Human-Computer Interaction (90%)

IB Diploma - 44 of 45 - 2019
St. Julian's International School, Portugal

TOOLS

Figma, Sketch, NVivo, Miro, Mural, Tableau, Git, Mercurial

PROGRAMMING SKILLS

React, JavaScript, Java, HTML5, MERN, Python, C++, Scala

PROJECTS

Virtual Realms: How the Online Medium Affects Character Immersion in Remote Tabletop Role-Playing Games,
Master's Dissertation, MSc HCI Project Prize Winner, 86%   Aug 2024
Conducted an in-depth qualitative study investigating how players' character immersion is affected in remote tabletop role-playing games (TTRPGs).
- Designed a custom diary-and-interview methodology, with 1:1 interviews, paired interviews, and artifact collection, to deeply understand players' context and experiences
- Analysed 18 transcripts and 14 diary entries with reflexive thematic analysis to determine core user needs
- Identified affordances that help or hinder immersion, communicating implications for future researchers and designers

Verifone: Building Trust in the Second Hand Phone Market, [doi: 10.1145/3613905.3647975]
CHI 2024 Student Design Competition, Finalist   Jan 2024
In a group of 5, designed a platform to address phone e-waste, publishing an extended abstract in the ACM Digital Library as one of the top 12 submissions.
- Produced a high-fidelity interactive design on Figma, iterating based on qualitative and quantitative feedback from usability tests
- Presented a poster of our work to judges at the CHI 2024 conference

Designing a Web App for In-Situ Support of Parent-Child Conflict,
Bachelor's Dissertation, 83%   Oct 2021 - Apr 2022
Designed and implemented a MERN stack web app to help parents teach young children problem-solving skills.
- Identified user challenges via an 11-source literature review, empathy maps, and 4 personas
- Prototyped AI feedback on parent-child conversation transcripts with Azure Speech-to-Text API
- Conducted a heuristic evaluation with 5 colleagues to iterate on the final design

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WORK EXPERIENCE ————————————————————————————————

bp   Sep 2024 - Present
Experience Design Graduate   *London*
- Led UX design of an energy yield analysis tool for prospective offshore wind farms, re-designing core set-up flows and implementing front-end components
- Led 5 qualitative research sessions to evaluate the current experience of an internal LLM tool, prioritising insights based on feasibility, and presenting these to a Product Designer to be implemented next cycle

Aival   Mar 2023 - Jul 2023
Software Engineer   *London*
- Led front-end engineering and UI design of a comparison platform for medical image AI outputs, using Figma, JavaScript, and React
- Trained new employees on UX and front-end principles for product
- Collaborated to re-imagine and implement a more intuitive platform onboarding experience

Meta   Nov 2022 - Feb 2023
Software Engineer   *London*
- Completed web accessibility training to engage with WCAG-compliant accessible design practices, achieving an Accessibility Explorer badge
- Reviewed and identified accessibility issues in base React UI components and proposed fixes, creating a more accessible experience for keyboard-based users

Meta   Jun 2021 - Aug 2021
Software Engineer Intern   *London*
Re-designed and developed admin onboarding and overview pages for a beta release of Business Manager at a full-stack level, from database management to front-end React.
- Enhanced current design to produce a more intuitive GUI by cooperating with a Product Design intern and attending design team meetings
- Wrote comprehensive documentation, including engineering guidance for extending the page
- Presented the final page to the product team, successfully receiving a return offer

AWARDS ——

MSc HCI Award for Outstanding Academic Achievement   2024
MSc HCI Project Prize   2024
CHI 2024 Student Design Competition Finalist (Group)   2024
Gold Duke of Edinburgh Award   2019

VOLUNTEERING ——————————————————————————————————

Student Volunteer @ CHI PLAY 2024 Conference   Oct 2024
- Aided in running a workshop on 'Building Creative Strategies and Solutions to Promote Benefits While Mitigating Harms of Video Games' [doi: 10.1145/3665463.3678860]
- Brainstormed and discussed future research directions with HCI games academics to support well-being in games through speculative design techniques

Community English Lessons, Project Co-Leader   2018