Will Da Costa

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Summary

UX/UI designer with a background in visual design and branding.

Excellent sense of aesthetics and creative problem skills with a focus on user centred design.

Proficient in Adobe Suite an other design applications (including XD, Illustrator, Photoshop, After Effects and inDesign); Figma, Sketch and Balsamiq.

Adept at learning new technologies and implementing most up to date practices into work flow; with a focus on distilling complex problems into elegant solutions.

Over ten years experience working both autonomously and remotely as part of a team.

Education

UX Design Certification
CareerFoundry
May 2021 - January 2022

Fine Art (BA)
Diploma
Manchester Metropolitan University

Art Foundation
Distinction
Manchester Metropolitan University

UX/UI Skills & Tools

- User Research
- Information Architecture
- Wire framing
- User Interface Design
- Prototyping
- User Testing
- Typography
- Art Direction
- UI Design Patterns
- Style Guides
- Figma
- Adobe XD
- Invision
- Photoshop
- Illustrator
- InDesign
- After Effects
- Sketch
- Atom
- Webflow

Experience

UX/UI Design
CareerFoundry UX Immersion / Remote / May 2021 - January 2022

- Designed Edify, an educational app, using user centred design process: research, ideation, prototyping and evaluation with Adobe XD, Figma, Balsamiq and Sketch.

- Created an accessibility focused educational tool and implemented consistent aesthetic including; typography, design patterns and UI

Creative Director
Pomona Studio / Manchester, UK / May 2015 - Present

- Established and managed a creative studio, which has worked with over 350+ unique clients, creating solutions to their design goals

- Designed, pitched and project managed all aspects of the studio

- Worked directly with stake holders to present, refine and deliver creative for both print and digital marketing campaigns

Graphic Designer
ITV Studios (Coronation Street) / Manchester, UK / August 2021 - December 2021

- Worked across creative department teams to deliver graphics to brand specification with daily deadlines

- Created logos, brand identities and both digital and printed assets or in house brands using Adobe Illustrator, Photoshop

- Delivered exemplary design assets key to continuity and ensuring consistency amongst entire department

Graphic Designer
Freelance / Manchester, UK / February 2011 - Present

- Solved design challenges by reviewing clients' established brand and creating solutions unique to their needs

- Created illustrations, logos and motion for clients utilising Adobe suite

- Maintained enhanced aesthetics for clients for over 10+ years, supporting key visuals and evolving brand positioning

Illustrator
Freelance / Manchester, UK / February 2011 - Present

- Delivered illustrations in styles specific to clients from concept to final product using various techniques: hand drawn, Adobe Illustrator, Procreate & Photoshop

- Created visuals for two nationwide OOH campaigns for British American Tobacco

Design / Creative Intern
IRIS Worldwide London, UK / August 2014 - Jan 2015

- Created concepts including art direction and copy writing for campaigns

- Designed assets using established brand guidelines for digital applications