

ANA COSTA

FRONTEND DEVELOPER

User-centric Frontend Developer, experienced in **Product Management** and **UX Design**. High proficiency with several modern engineering patterns, languages and techniques and e eager to learn new technologies. Love creating efficient experiences and believe that a human centred design thinking approach is the key to produce durable impact and create valuable software.

CONTACT

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www.nienn.com | 

Lisbon, Portugal | 

SKILLS

ENGINEERING

HTML, CSS (+SASS), JS ES6+, Bootstrap, React, jQuery, Git, Webpack, npm, PHP, MySQL

Jest, Unit Testing, A/B Testing, Cross-browser compability, SEO, Responsive Design

SOFTWARE

Jira, VSCode, Photoshop, Illustrator, Figma

BUSINESS & STRATEGY

Lean, Agile, Scrum, SaaS, B2B, B2C, Ideation Cycles, Design Thinking

EDUCATION

MASTER OF VISUAL CULTURE THEORY

IADE, Lisbon | 2009 - 2011

WEBDESIGN CERTIFICATION

IADE, Lisbon | 2008

DEGREE IN GRAPHIC DESIGN

IADE, Lisbon | 2001 - 2006

EXPERIENCE

2022 • FRONTEND DEVELOPER

2021 *Read the Docs, Oregon (remote)*

- Helped push out Sphinx RTD Theme 1.0 release by fixing several long standing issues and improving user experience.
- Performed product research to understand market value, user segments specific needs and competitive landscape.
- Identified issues, gathered stakeholder feedback and translated research results into product requirements, working to improve existing product.
- Developed the new company website using HTML, SASS, JS and Django.

present • FRONTEND DEVELOPER

2012 *Gruntswork, Lisbon*

- Lead the development of 20+ applications providing efficient clean code, cross-browser functionality and exceptional user experience.
- Lead the development of a B2B SaaS product which helped improve clients sales by 50% in the first year.
- Developed a CMS for company products, empowering new applications with a versatile admin and improving development efficiency by 50%.
- Ensured technical feasibility of 50+ UI/UX designs.
- Identified operational requirements, prioritised backlogs and implemented strategic product roadmaps, driving development from conception to launch.

2016 • UX DESIGNER | CO-FOUNDER

2010 *Gruntswork, Lisbon*

- Studied market trends and user feedback, extrapolated data to understand customer needs, and presented key insights to stakeholders.
- Designed and implemented A/B testing for 20+ products, improving usability and increasing conversion rate up to 50%.
- Worked with the QA team to get new products tested and addressed any issues within 48 hours.
- Lead product development, driving product vision, go-to-market strategy and design decisions.
- Created a shared vision across the team by building consensus on priorities, leading to 100% product execution.

2010 • WEB DESIGNER

PT-SI, Lisbon

2009 • GRAPHIC & WEB DESIGNER

2008 *Europress, Lisbon*

2009 • ART DIRECTOR | INTERNSHIP

2008 *Europress, Lisbon*