ANA COSTA

UX DESIGNER

User-centric UX Designer with a strong technical background. Experienced in both Frontend Development and Product Management. High proficiency with several modern engineering patterns, languages and techniques. 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

SOFTWARE

Photoshop, Illustrator, Figma, Lucidchart, VSCode, Jira, Miro, Google Docs

DESIGN

Design Thinking, UX Research, A/B Testing

ENGINEERING

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

BUSINESS & STRATEGY

Data Driven PM, SaaS, B2B, B2C, Target Market Validation, Viability Testing, Lean & Hybrid development, Agile, Scrum, Product discovery, Ideation Cycles, OKR, Roadmapping, Prototyping

RECENT CERTIFICATIONS

ADVANCED PRODUCT MANAGEMENT

Cole Mercer, Evan Kimbrell, Udemy | 2022

EDUCATION

MASTER OF VISUAL CULTURE THEORY

IADE, Lisbon | 2009 - 2011

DEGREE IN GRAPHIC DESIGN

IADE, Lisbon | 2001 - 2006

EXPERIENCE

2022
2021

FRONTEND DEVELOPER | UX DESIGNER
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
2012

FRONTEND DEVELOPER | PRODUCT MANAGER
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
2010

UX DESIGNER | CO-FOUNDER
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
2008

GRAPHIC & WEB DESIGNER
Europress, Lisbon

2009
2008

ART DIRECTOR | INTERNSHIP
Europress, Lisbon