

Kevin Costa



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Education

Brainstation

Aug 2023 - Oct 2023

Diploma in User Experience Design

Florida International University

Aug 2020 - Dec 2022

B.S in Sports Management

Work Experience

Lead UX Designer | Freelance

Jan 2024 - Present

- Provided a small business, Tina's Brigadeiros, with a captivating **logo design** that enhanced brand identity and market visibility.
- Collaborated closely with Tina's Brigadeiros owner throughout the design process, gathering feedback, conducting usability tests, and implementing iterative improvements to ensure **alignment with brand vision and business objectives**.
- Spearheading the initial phases of **research, brainstorming, and ideation** for Tina's Brigadeiros upcoming website design, directing the design process and ensuring alignment with business goals and user needs.

AVS Test Specialist II | Argo AI

Oct 2020 - Oct 2022

- Collaborated with the UI/UX Design team to **ensure intuitive design and functionality of the Argo ride-hailing app** by contributing to design discussions and providing feedback on product features.
- Successfully launched new software pilot updates within the fleet to maximize operations and safety. **Increased AV efficiency by 33%**

Sports Coordinator | YMCA of South Florida

Feb 2018 - Sep 2020

- Leveraged strong leadership and team coordination skills to foster productive **teamwork and communication among cross-functional teams** across YMCA, ensuring project and activity success.

Volunteer

UX Design Mentor | Superpeer

Jan 2024 - Present

Skills & Certificates

Design: Figma, Adobe XD, Sketch, Canva, Jira, wireframing, prototyping, Heuristic Evaluations, Information Architecture, Graphic Design, Human Computer Interaction

Certificates: Foundations of UX Design (Google, 2023). UX Design Process: Empathize, Define & Ideate (Google, 2023). Enterprise Design Thinking Practitioner (IBM, 2024). Enterprise Design Thinking Co-Creator (IBM, 2024.)