

CURRICULUM VITAE: VIVEKA DE COSTA

Location: Melbourne, Australia

Mobile: 0407474353

Email: vivekadecosta@gmail.com

Portfolio: <http://www.vivekadecosta.com.au/>

LinkedIn: [//au.linkedin.com/in/vivekadc](https://au.linkedin.com/in/vivekadc)

OVERVIEW

I am a highly creative UX designer with an extensive background in UX, UI and visual design spanning 14+ years. I have end-to-end knowledge of the UX process and methodology including research and documentation, ideation, information architecture, wireframing, prototyping, testing and design. I have worked with agile teams since 2014, collaborating with developers and product management to design, iterate and deliver products across education, healthcare, human resources and engineering.

My approach in all the work I do is to establish requirements and opportunities through research and consultation. I seek to understand people, problems and technology and then collaboratively design solutions that address business and user needs.

SKILLS

I am excellent at:

- User research - interviews, surveys, data analysis
- Contextual and competitive research and analysis
- Stakeholder engagement – I've worked with my own clients and internal clients in large organisations for 10+ years
- Prototyping and design activities using sketching and storyboarding, Axure, Sketch, myBalsamiq, Invision, Abstract, Adobe CS
- Project planning and documentation
- Communication - written and verbal

WORK HISTORY

Senior UX Designer

PageUp

October 2017 (current)

I am currently Senior UX Designer at HR technology company PageUp. Leading UX activities within the recruitment product, my role includes:

- Planning and directing recruitment research and design activities
- Working closely with recruitment product owners on BAU enhancements
- Working closely with the Strategy team to envision and plan the future of the recruitment product
- Facilitating internal workshops and collaborative design sessions
- Competitive and comparative research
- Data analysis
- Collaborating with UI and visual designers to deliver PageUp design system
- Conducting user research and testing, documenting and sharing insights

Senior UX Designer

Interactive

December 2016 – October 2017

Senior UX Designer in the Software Services Team at Interactive. My role included:

- Planning and directing research and design activities
- Facilitating customer and product team workshops
- Working closely with BAs to capture and document functional requirements
- Collaborating with UI designer to deliver beautiful, functional interfaces
- Communicating design and functionality to development and testing teams
- UX thought leadership across the organisation
- Internal and external communications, marketing and sales activities to raise team profile

UX Lead

Acendre

January 2016 – December 2016

As UX Lead at Talent Management software company Acendre, I was responsible for:

Leading and planning the UX team's projects -

- Development of the organisation's UX roadmap
- Planning and management of accessibility projects and documentation (WCAG and Section 508)
- Leading the UX team's sprint planning and demo sessions
- Conducting, documenting and presenting competitive and comparative research
- Conducting stakeholder interviews
- Developing personas, journey maps, wireframes and interactive prototypes
- Concisely presenting design work

- Educating the engineering team and the business about best practice UX
- Conducting collaborative design sessions
- Planning, running and documenting user testing sessions and user reference groups
- Directing the visual design of the product including build of updated UI library

Project Lead, Startout Australia

Client Project @ General Assembly www.vivekadecosta.com.au/portfolio/startout-australia

StartOut Australia came to General Assembly with a brief to create an online mentoring platform for young Diverse Sexuality and Gender (DSG) people. I was assigned to lead a team of three to develop a product for them in a two-week period. In addition to leading the team, I undertook:

- User survey and interviews, stakeholder interviews.
- Competitive and comparative research and analysis
- Sketching and wireframing
- Building interactive Prototype in Axure.
- User testing
- Content Strategy development
- Project documentation

DESIGNER (SELF-EMPLOYED)

January 2004 – December 2015

I ran my own design consultancy for 11 years, developing close relationships in the education sector particularly, working with several universities and educational representative bodies.

I conducted user research, stakeholder engagement, wireframing, prototyping, visual design and front-end web development for the following clients:

- Deakin University
- Melbourne University
- The Victorian Association of Teachers of English (VATE)
- VicTESOL
- The University of Melbourne
- The Victorian AIDS Council

WEB AND COMMUNICATIONS COORDINATOR

Victorian AIDS Council / Gay Men's Health Centre (VAC/GMHC)

July 2010 – September 2012

I commenced a short-term project management contract role at VAC, which soon developed into a permanent position. My day-to-day tasks included:

- Project management of the development of the organisation's new website
- Creation of user personas, wireframing and user testing
- Stakeholder management and the running of internal working groups
- Build of a staff intranet using Drupal
- Staff training
- Writing policy and procedure documents

- Establishment of organisational social media presence
- Maintaining the organisation's campaign websites

TEACHER IN GRAPHIC AND WEB DESIGN

Swinburne University (TAFE), Monash University
February 2007 – July 2010

My work here included:

- Teaching, setting projects, marking and general admin for the Cert II in Graphic Art, the Diploma of Graphic Design and the Advanced Diploma of Multimedia.
- Preparation of course material in accordance with the AQTF standard.
- Taught: HTML & CSS, Flash, Adobe CS, Designing for web, Design concepts, project management and research methods.

EDUCATIONAL QUALIFICATIONS

- User Experience Design Immersive Program at General Assembly
- Advanced Diploma of Multimedia, Swinburne University, Prahran
- Bachelor of Fine Arts in Media Arts, RMIT, Melbourne

REFEREES

Michael Hutchinson Director, Engineering, Acendire, ph. 0407 166 576

Professor Deb Verhoeven Chair in Media and Communication Faculty of Arts & Education, Deakin University, ph. 92517655

Rachel Armstrong Senior Product Manager at MessageMedia, ph. 0418 203 940