

# CURRICULUM VITAE: VIVEKA DE COSTA

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## OVERVIEW

I am a highly creative UX designer with an extensive background in Human Centred Design practice, UI and visual design spanning 15+ years. I have end-to-end knowledge of HCD processes and methodologies including research, participatory design activities, information architecture, wireframing, prototyping, user testing and visual design. I have worked with agile teams since 2014, collaborating with users and teams to plan, design and deliver products across education, healthcare, human resources and engineering.

## SKILLS

- Qualitative user research - interviews, surveys, synthesis
- Quantitative research - Google Analytics, Heap, Qualtrics
- Competitive research and analysis
- Client/stakeholder engagement – I've worked with my own clients and internal stakeholders in large organisations for 15+ years
- Collaborative and participatory design facilitation
- Prototyping with Axure, Sketch, myBalsamiq, Invision, Abstract, Adobe CS
- Project planning and delivery - working with agile teams
- Communication - high level written and verbal skills

## WORK EXPERIENCE

### UX Design Lead

PageUp

July 2020 - current

- Managing and mentoring junior designers.
- Working with Tech and Product Leads to determine plan, communicate and advocate for the product road map.
- Planning and directing research and design activities for new product development.
- Work with Cross functional and marketing teams to develop and implement 'go to market' plans for new and enhanced products.
- In addition to new responsibilities as UX Lead, I'm also responsible for activities described in Senior UX role below.

## Senior UX Designer

PageUp

October 2017 - June 2020

Leading UX activities within a team focused on delivering innovative products to a key market segment

PageUp - customers in US Higher Education. My role includes:

- Facilitating workshops and collaborative design activities.
- Working with product managers on BAU enhancements and delivery of new products.
- Working with clients to understand their context, challenges and to co-create solutions that add real value.
- Bringing our developers, tech and product leaders on the design journey, getting them excited about participating and contributing to the design process.
- Collaborating with and leading UI and visual designers, balancing compliance to our design system and principles with the need for lean delivery on new products.
- Competitive and comparative research.
- Quantitative data analysis.
- Conducting user research and testing, documenting and sharing insights.

## Senior UX Designer

Interactive

December 2016 – October 2017

As part of Interactive's new Software Team, my role included:

- UX thought leadership across the organisation including introducing design thinking processes and methods.
- 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.
- Internal and external communications.
- Internal and external marketing and sales activities.

## UX Lead

Acendre

January 2016 – December 2016

As UX Lead at Acendre I was responsible for:

- Leading and planning the UX team's projects:
  - Managing and mentoring Junior UX Designer and UI Developer.
  - Developed the organisation's UX roadmap.
  - Planned and managed accessibility projects and documentation (WCAG and Section 508).
  - Led the UX team's sprint planning and demo sessions.
- Planned and directed research and design activities:

- Conducted, documented and presented competitive and comparative research.
- Worked closely with clients in Australia and the US to understand context and challenges.
- Developed personas, journey maps, wireframes and interactive prototypes.
- Presented research and design work.
- Shared and educated the engineering team and the business about best practice UX.
- Conducted collaborative design sessions.
- Planned, facilitated and documented user testing sessions and user reference panels.
- Directed the visual design of the product including:
  - Designing an updated UI library.
  - Developing a product style guide.

### **Project Lead, Startout Australia**

**Client Project @ General Assembly** [www.vivekadecosta.com.au/portfolio/startout-australia](http://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

### **Graphic/UX/Web Designer (Self-employed)**

January 2005 – December 2016

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)  
June 2010 – September 2012

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

- Project management of the development of the organisation's new website, including content planning and research, wireframing and user testing.
- Community engagement and stakeholder management through working groups.
- Supporting the planning and implementation of fundraising campaigns and events.
- Establishment of organisational brand guidelines and procedure documents.
- Writing and communicating policy and procedure documents.
- Establishment of organisational social media presence.

### **Teacher in Graphic and Web Design**

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

My work at these two institutions included:

- Teaching, planning, setting assessments, marking and providing feedback for students in Cert II in Graphic Art, Diploma of Graphic Design, Advanced Diploma of Multimedia and Bachelor of Fine Arts students.
- Preparation of course material in accordance with the AQTF standard.
- Taught: HTML & CSS, Flash, Adobe CS, Designing for web, Design concepts and principles, project management and research methods.

### **QUALIFICATIONS & TRAINING**

- Innovation & Design Thinking workplace training with Orange Squid
- User Experience Design Immersive Program at General Assembly
- Advanced Diploma of Multimedia, Swinburne University, Prahran
- Bachelor of Fine Arts in Media Arts, RMIT, Melbourne
- Bachelor of Arts, University of Sydney

### **REFEREES**

**Professor Deb Verhoeven** Digital Humanities Academic, Project Director, *Contact details provided on request*

**Evan Ravensdale** Director of Product at 99Designs, ph. 0418 848 980

**Sally Higgs** Senior Product Manager, ph. 0435 782 207