

# INES ACOSTA

## Product Designer

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## EXPERIENCE

### GRAPHIC DESIGNER / MARKETING ASST.

#### CHW Professional Consultants

Gainesville, FL | June 2018 - July 2020

- Brainstormed ideas and launched web and mobile products that improve on common communication mishaps.
- Partnered closely with senior designers and company stakeholders to influence and shape product directions
- Applied web metrics and product branding to online systems to maintain the company's online brand and presence.
- Spearheaded a digital marketing process that aligned vision and approach and increased site traffic by 50%.

### GRAPHIC DESIGNER

#### Luma at Digital Worlds Studios

Gainesville, FL | January - July 2018

- Delivered ideas to project designers and stakeholders to design and release the studio's brand and graphic design ideas.
- Led products and designs from concept to deployment for studio clients, such as Lab Daze, MySurgeryRisk, and the Florida Museum of Natural History.

### MEDIA CONTENT INTERN

#### Campus USA Credit Union

Gainesville, FL | May - December 2017

- Shaped the HR department's image by re-designing documents and creating graphics that met brand standards.
- Launched a careers landing page that utilized visual communication, user interface design, and entertaining product designs to communicate the company's opportunities.

## LEADERSHIP

### PROJECT MANAGER / GRA

#### VIP Community & Digital Archives Project

Georgia Tech, Atlanta, GA | August 2020 – December 2021

- Collaborated with stakeholders to define strategies to improve the UX of a web-based archival plugin.
- Directed teams through evidence-based decisions and optimized codes for best results.
- Translated quantitative and qualitative insights into high quality experiences that drove results.

## EDUCATION

### Georgia Institute of Technology

Atlanta, GA | August 2020 - May 2022

MS in Human-Computer Interaction  
Emphasis on Digital Media

### University of Florida

Gainesville, FL | August 2015 - May 2018

BA in Digital Arts and Sciences  
Emphasis on Media and Storytelling

## AREAS OF EXPERTISE

### Product Design

### Storytelling

### UX Research

## SKILLS

### UX Design Tools

Prototyping | Wireframing | Personas |  
User Flows | Typography | Color | UI  
Grids | Iconography | Space & Contrast |  
Animation | Storyboarding

### Software/Tools

Framer | Figma | Sketch | Adobe  
Creative Suite | InVision | Mural | Axure

### Web Development

HTML | CSS | JavaScript | WCAG |  
WordPress | Google Analytics

### UX Research Methods

Survey | Interviews | Coding |  
Usability Testing | Heuristic  
Analysis | Data Analysis

## PROJECTS

### UX Design & Research

[Kid Collab](#)

### UX Design

[SafeEats](#)

[BD Portfolio, CHW](#)

### Graphic Design

[LUMA at DW Branding, DW](#)

[Anger Machines](#)