

INES ACOSTA

User Experience Designer

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EXPERIENCE

PROJECT MANAGER / GRA

VIP Community & Digital Archives Project

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

- Collaborated with project stakeholders to define long-term strategies and short-term tactics to improve the user experience of a web-based information visualization plugin.
- Maintained project history documentation, directed teams through evidence-based decisions, and optimized code for best results.
- Conducted research on archivists to better understand users and refine designs through user feedback.

GRAPHIC DESIGNER / MARKETING ASST.

CHW Professional Consultants

Gainesville, FL | June 2018 - July 2020

- Brainstormed ideas and launched interaction design products that improve on common communication mishaps.
- Utilized graphic design fundamentals to demo and present project ideas to peers and stakeholders.
- Applied web metrics and brand design consistency to online systems to maintain the company's online brand and presence, including maintaining site accessibility according to the WCAG 2.0 guidelines.
- Kickstarted 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

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

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

UX Design

UI Design

UX Research

SKILLS

UX/UI Design Tools

Prototyping | Wireframing | Site Map |
Screen Flow | UI Grids | Iconography |
Typography | Animation | Storyboarding |

Software/Tools

Adobe Creative Cloud | Figma |
Principle | InVision | Balsamiq | Axure

Web Development

WCAG | HTML | CSS | JavaScript |
Responsive Design | WordPress |
SquareSpace | Google Analytics

Soft Skills

Listening | Negotiating |
Decision-Making | Collaboration |
Communication | Self-Motivated

PROJECTS

UX Design & Research

[Kid Collab](#)

UX Design

[SafeEats](#)

[BD Portfolio, CHW](#)

Graphic Design

[LUMA at DW Branding, DW](#)

[Anger Machines](#)