



Ana da Costa, UX Leader & Designer

I'm a multidisciplinary UX Leader and Designer with 15 years of experience. For the last 7 years, I've been focused on design leadership, strategy, and innovation, as well as mentoring and leading other Product Designers, Researchers, and teams.

[Portfolio](#) [LinkedIn](#) [e-mail](#)

Experience



HelloFresh SE

Jan 2023 - Present

Associate Design Director - Benefits, Payments & Pricing

Mar 2024 - Present

- Leading a Design team of 5, shipping experiences in an Alliance of 87 peers
- Delivered E2E benefits redemption experience across Web, mWeb and mobile apps with an increase of 11,5% of the discount take rate
- Shipped dynamic regional pricing for HelloFresh US market, increasing conversions by +0.9% and +19% in CVA
- Solved 66% of surfaced customer pain-points across benefits, pricing and payments
- Mentored UX peers on achieving a successful career growth and progression

Associate Design Director - Habit Building

Jan 2023 - Mar 2024

- Led a Design team of 3, shipping solutions for a Tribe of 40 peers
- Design and shipped the welcome experience for new customers, resulting in 4% drop on cancellation rate
- Created the customer benefits strategy, executed it and shipped it resulting in 5% increase in CVA and -20% customer support complaints



InFarm B.V

Jan 2021 - Jan 2023

UX/UI Team Lead

- Led a UX design team of 4 Designers and 1 Researcher
- Built and implemented of inFarm's 1st design system, bringing system parity across procurement, capacity planning, preventing and maintaining software tooling
- Enabled inFarm's long term strategy creation through design focus, resulting on the grouping of all B2B tools into 1 robust operating system
- Built, implemented and set the first UX career growth framework resulting in 100% success rate in talent retention



8fit GmbH

Oct 2019 - Jan 2021

Design & Research Team Lead

- Led a UX design team of 3 Designers and acted as the in-house Researcher
- Developed a diary studies research strategy, which led to the development of weekly class feature, resulting in an increase of 2,36% paid customers
- Introduced design sprints to create the company yearly plan, resulting in an increase of customer centricity as a core part of product strategy



DeliveryHero SE

Sep 2014 - Sep 2019

Lead UX Designer - Global Team

Jan 2017 - Sep 2019

- Led the user research and UX innovations team -13 people -for DeliveryHero APAC and MENA region brands
- Implemented UX and Design practices from the ground up -from hiring, training, planning and executing design strategies -within the MENA region brands
- Set a global UX quality and maturity bar raise initiative, which increase sharing of best practices across Designers from 12% to 70%

Product Manager - iOS Apps (German market)

Jul 2015 - Jan 2017

- Implemented and improved processes to enhance team success, prioritizing critical problems and opportunities through a customer-centered lens.
- Shipped the first whitelabel mobile app version for the DeliveryHero Group.

UX Designer - Mobile and Web Apps

Sep 2014 - Jul 2015

- Worked across a full-stack development team
- Established the Group's UX and Research practices from the ground up
- Set up Design QA practices and drive rebranding efforts across Lieferheld mobile apps experience, resulting in an uplift of 15% in customer satisfaction.



More on LinkedIn

2010 - 2013

Education

FBAUP / Porto University

BA Communication Design, Sep 2005 - Aug 2009

Artop / Humboldt Universität

Systemic coaching, Nov 2023 - Nov 2024

Languages

English: Full working proficiency | Portuguese: Native proficiency

Tools

Figma | Sketch | Adobe CC | Framer | Miro