

# RAFAELA COSTA.

UX/UI DESIGNER

PROJECT MANAGER

WEB3 & BLOCKCHAIN ENTHUSIAST

UX/UI Designer and Project Manager with a strategic approach to digital products, branding, and user experience. I combine design thinking, structure, and execution to turn complex ideas into clear, human-centered solutions. With an international background and experience working across design, communication, and project coordination, I bring both creative sensitivity and systems thinking to every project. Currently expanding my knowledge in blockchain and Web3, with a growing interest in future-facing digital products and innovation-driven environments.

WORK EXPERIENCE

UX/UI Designer and Project Manager

Jan. 2023 — Present

DIGIUP — PORTO, PORTUGAL

Managing cross-functional teams and designing user-centric interfaces for high-impact digital products.

UX/UI Designer

Jul. 2021 — Jan. 2023

DIGIUP — PORTO, PORTUGAL

Focused on visual consistency and user experience optimization for client projects.

Credit Intermediary

Oct. 2019 — Oct. 2020

MAXFINANCE CENTRAL — LISBON, PORTUGAL

Credit intermediation and client advisory.

Real Estate Agent

Jan. 2017 — Jun. 2018

CENTURY21 NAÇÕES — LISBON, PORTUGAL

Real estate sales and client relationships.

Real Estate Agent — Team Leader

Feb. 2015 — Jan. 2017

REMAX VANTAGEM — LISBON, PORTUGAL

Team leadership and real estate sales.

Babysitter

Mar. 2013 — Nov. 2014

PAPHOS, CYPRUS

Childcare in an international context.

CORE COMPETENCIES

UX/UI & PRODUCT DESIGN

User Research

User Flows

Prototyping

Visual Design

Design Systems

Interaction Design

Responsive Web Design

STRATEGY & DELIVERY

Project Management

Project Coordination

Stakeholder Communication

Cross-functional Collaboration

Product Thinking

Problem Solving

Information Architecture

Wireframing

AI & EMERGING TECH

AI product design

AI-assisted branding

LLM workflow design

Web3 / blockchain fundamentals

Vibe coding

TECHNICAL

HTML/CSS

Basic JavaScript

WordPress

AI product deployment (Claude/Anthropic API)

LANGUAGES

|                                         |                                                  |
|-----------------------------------------|--------------------------------------------------|
| <div>Portuguese</div> <div>Native</div> | <div>English</div> <div>Fluent</div>             |
| <div>Spanish</div> <div>Basic</div>     | <div>Italian / Greek</div> <div>Very Basic</div> |



EDUCATION

SheFi Cohort 14

Jul. 2025 — Sep. 2025

SheFi

Foundations of Project Management

Dec. 2024

Google — Coursera

Design Systems Blueprint

Aug. 2020 — Oct. 2021

IxDF — Interaction Design Foundation

UX/UI Design Specializations

Aug. 2020 — Oct. 2021

CalArts — Coursera

— Web Design: Wireframes to Prototypes

— UX Design Fundamentals

— Strategy and Information Architecture

— Visual Elements of User Design

CCPDig — Certificate of Pedagogical Competencies

Feb. 2024 — Mar. 2024

Instituto do Emprego e Formação Profissional

UX/UI Design Professional

Mar. 2021 — Nov. 2021

CESAE Digital

Communication and Multimedia Design

Jul. 2012

Escola Superior de Educação — Coimbra

History of Arts

Sep. 2010 — Sep. 2011

Universidade de Coimbra

SOFTWARE

DESIGN

Figma

Adobe Photoshop

Adobe Illustrator

WEB & CMS

WordPress

Shopify

Visual Studio Code

AI & PRODUCT

Claude (Anthropic)

ChatGPT / OpenAI

Figma Make

Devin

PROJECT & COLLABORATION

Asana

Monday.com

Notion

OTHER

Salesforce Admin

CONNECT

EMAIL

rafaela.mar.costa@gmail.com

LINKEDIN

linkedin.com/in/rafaelamarquescosta

LOCATION

Heraklion, Crete, Greece