Janita Da-Costa

Product Designer | UX Designer

Toronto, ON

Authorised to work in Canada; no sponsorship needed. Open to full-time or contract, hybrid or remote roles

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SUMMARY

Product Designer with 4 years of experience across apps, web and internal platforms at The Guardian and AND Digital, working on news, sport, travel loyalty and food ordering. Focused on finding the real problem behind a brief through discovery, then turning it into clear flows, partnering closely with product, engineering and stakeholders. Comfortable presenting work, design rationale and balancing user needs with business and technical constraints. Uses AI tools including Claude Code to take ideas to working MVPs while owning every product and design decision.

PROFESSIONAL EXPERIENCE

Product Designer — The Guardian | London UK **March 2025 – August 2026**

Joined on a 1 year contract, converted to permanent after 6 months.

- Increased Android notification opt-in from 15% to 18.5% within 30 days, with iOS reaching 17%, by redesigning onboarding into a progressive, contextual and user-controlled experience informed by user research.
- Led the end-to-end redesign of the live sports blog experience across pre-match, live and post-match, leading UX and interaction design across app and mobile web, launched for the FIFA World Cup and later extended to cricket and rugby.
- Designed the discovery, opt-in and lock screen user flows for Live Activities, defining principles and reusable patterns for sports and election coverage.
- Led end-to-end UX design of newsletter creation, launch and management workflows, introducing clearer states and reusable patterns that contributed to consistency across the editorial tools design system.
- Designed user flows, wireframes and prototypes within The Guardian's design system, using clear rationale and documented trade-offs to align Product Managers, Engineers, Designers and Editorial stakeholders.

UX Designer — AND Digital | London UK **May 2022 – September 2024**

Consultancy delivering digital products for clients including IAG Loyalty, Subway UK and Opus Energy

- Supported discovery, research and A/B testing for IAG Loyalty work that became the avios.com loyalty platform.
- Conducted user research and synthesis with British Airways Club members translating loyalty programme member needs into actionable product recommendations.
- Contributed to a 22% increase in Average Order Value for Subway UK's online Meal Deal ordering experience by researching competitor ordering approaches, ideating and testing solutions.
- Contributed to £78k revenue growth within three months through the launch and improvement of the Subway Series mobile ordering.
- Designed and iterated end-to-end mobile and web experiences across retail, travel and energy clients, from user flows and wireframes to prototypes and production-ready UI.

INDEPENDENT PROJECTS

Scenes | Concert diary app **September 2026 - present**

Live demo: scenes-demo.vercel.app

- Took Scenes from idea to a deployed MVP in about 48 hours by directing development in Claude Code, then shipped v1.5 with Spotify, setlist.fm and Ticketmaster integrations.

VOLUNTEER EXPERIENCE

Voluntary Social Media Manager — Black Girls In Tech | Remote **September 2020 – April 2023**

- Scaled a global membership community to over 20,000 members across multiple social platforms through engagement initiatives, supporting partnerships with Meta, JP Morgan, ASOS and Warner Bros.

SKILLS

UX design, End-to-end product design, Discovery, User research, User flows, Interaction design, Information architecture, Wireframes, Prototyping, Design system contribution, Usability testing, Design rationale, Cross-functional collaboration

Tools: Figma, FigJam, Miro, UserTesting, Jira, Claude, Claude Code, ChatGPT

EDUCATION

BSc, Business Management — University of Southampton | Upper Second-Class Honours (2:1)
Professional UX/UI Design Bootcamp — Love Circular (2021)