



# Martín Silva

## Senior Product Designer

Develop and execute cohesive design strategies aligned with business goals and user needs, to create successful products through better user experience.

### Portfolio

[martinsilva.com](http://martinsilva.com)

### LinkedIn

[linkedin.com/in/martinsilva/](https://linkedin.com/in/martinsilva/)

### Email

[hola@martinsilva.com](mailto:hola@martinsilva.com)

## Experience

### Prisma Campaigns • 2014 - Today

#### Founding Product Designer

- Initiated and led the design of a fintech product from ideation to implementation. Owned end-to-end design process for building the complete user journey, achieving revenue growth right from the MVP, to making the company **ARR grow ~54% YoY in the first 5 years**.
- Crafted a robust, modular and scalable design system to ensure consistency across all the product, **reducing time spent building screens ~40%**.
- Led strategic discussions to address stakeholders' concerns, visualizing ideas and driving consensus among engineers and managers, resulting in a roadmap prioritizing user needs.

### Infragistics (US) • 2010-2014

#### Principal Visual Designer

- As the Team Lead in the Mobile Business Applications area, I crafted the UI/UX of a the suite of products. I organized and coordinated design tasks within my team, which included visual designers and interaction designers, throughout the entire design process, from concept to hand-off to engineers.
- Managed +3 UX Designers, providing guidance and support to elevate their skills and deliver high-quality design solutions
- Leading visual designer for UX tools products. I work with developers to create and integrate engaging and user-friendly designs and solutions. From creating and designing the GUI visuals to implementing into the application via HTML, CSS, and XAML.

### WyeWorks • 2009-2010

- UI design for Clients (i.e. History Channel)
- HTML-SCSS markup to include in Ruby on Rails Apps

## Courses & Certifications

#### Interaction Design Foundation (IxDF)

*Data-Driven Design: Quantitative Research for UX*

*Agile Methods for UX Design*

*Accessibility: How to Design for All*

*User Research – Methods and Best Practices*

*Conducting Usability Testing*

*Journey Mapping*

*AI for Designers*

*UI Design Patterns for Successful Software*

*Dynamic User Experience: Design and Usability*

*How to Design for Neurodiversity: Inclusive Content and UX*

*Accessible and Inclusive Design Patterns*

*Human-Centered Design for AI*

#### LinkedIn

*Dan Ariely on Making Decisions*

*Learning Design Research*

*Transitioning to Product Management*

*Design Thinking: Testing and Refining*

#### Coursera

*Human-Computer Interaction*

*by Scott Klemmer*

## About Me

### Type of Designer

Generalist, motivated and pragmatic, with over 12 years of experience.

### Wear many hats

From interviewing customers, journey maps, prototyping, and UI design to building markup.

### Agile mindset

Enjoy fast-paced environments, constant changes and uncertainty.

### Stakeholders

Discuss and pursue what is best for the product, from vision to strategy.

### Team Player

Work with design and engineering teams frequently.

## Skills

- Research
- Low / High Fidelity Wireframes
- Prototyping
- User Flows
- User interface
- Visual Design
- Design Systems
- HTML / SCSS

## Tools

- Figma & FigJam
- Sketch
- Adobe
- Mixpanel
- Maze
- Usertesting
  
- Github
- Slack
- Asana
- Notion
- IntelliJ / VS Code
- Terminal
- G Suite / G Analytics

## Education

### **BA in Graphic Design** 2000 - 2005

ORT University