

LUIS DA SILVA

DIGITAL PRODUCT DESIGNER

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CONTACT

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PROFILE

My name is Luis da Silva. I Design Interfaces and Experiences for iOS, Android, and Web platforms. I've been working for startups and clients across the world, brainstorming, designing, and creating meaningful, well thought, and good-looking products for their target audience. Other than the usual design skills, I run a design process to ensure the success of a product, or feature, from concept to final release.

TOOL SET



Sketch



Principle



Atlassian



Slack



InVision



Pen & Paper

EDUCATION



EDIT. - Disruptive Digital Education · 2012 - 2013
Tablet/Mobile Design & Development



MezzoLab · 2013
Mobile App, Pixel Perfect, User Interface and Experience Design



EPRAL - Escola Profissional da Região Alentejo · 2009 - 2012
Professional Multimedia Technician

WORK EXPERIENCE

Wine n Dine • August 2017 - Present

Lead Designer



Wine 'n Dine surfaces the best new restaurants and dishes every day. It's a totally visual social experience and it's all about the food. Users generate amazing pictures and help each other find the best food their city has to offer. As a Product Designer, I'm helping the team to design an even better product. From iOS, Android, and Web Designer, Print Designer, Marketing Designer, I've been in charge of delivering the best visuals and experience to the users.

Novoda • 2015 - July 2017

Digital Product Designer



Novoda is a Google-certified agency of engineers, designers, researchers and product strategists who work together to craft successful mobile products. As a team, I've collaborated with clients to delight their customers and outperform their competition. At Novoda, I've worked very close with client from all around the globe, such as Channel 4 UK, CCleaner, AutoScout24, and OddsChecker. My role, as a Digital Product Designer, was to ensure the making and delivery of world-class apps. This means that I was involved on a process of ideation, brainstorming, research, wireframing, prototyping, user testing, user interface, and experience design. I've used Google's Design Sprint methodologies with clients, which consists on a five-day process, to answer and validate critical business questions through design, prototyping, and testing ideas with customers.

Channel 4 UK • Novoda



Channel 4 is a publicly-owned and commercially-funded UK Public Service Broadcaster, with a statutory remit to deliver high-quality, innovative, alternative content that challenges the status quo. At Channel 4, my role was to design and ensure the success of brainstormed features, from concept to final release, for the Android platform, such as for mobile and tablet. I've worked with a team of Android engineers, designers, product managers, product owners, and scrum masters. This helped me to design and deliver better and reliable features, which improved the overall customer happiness and retention.

CCleaner • Novoda



CCleaner is one of the most popular file-cleaning software systems in the world. It automatically deletes old, temporary or unnecessary files from your phone, speeding-up performance and freeing-up space. At CCleaner, my role was to design and improve Android interfaces, experiences, and business solutions. I've worked with a small team of Android engineers, a product manager, and a product owner. I had the responsibility to design the best non-intrusive experience possible for In-app purchases, as well designing features to delight and retain users.

AutoScout24 • Novoda



With 10 million users per month and more than 2.4 million vehicle offers, AutoScout24 is the largest online car marketplace in Europe. With a market presence in 18 countries and more than 55,000 associated dealers, AutoScout24 is represented in all important European markets. At AutoScout24, my role was to design and improve the Core-Experience Product for the iOS and Android app. From brainstorming to final release, I've worked close with a team of iOS and Android engineers, designers, product managers, and user researchers, in order to deliver the best experience to customers.

44 Studio • 2013 - 2015

Digital, Print, User Interface, and Experience Designer



44 Studio has been the remote design team of many startups in Silicon Valley. It's a team of experienced designers and developers with a deep knowledge of the best UX practices across desktop and mobile. At 44 Studio, I've worked with remote startups; mainly for San Francisco Bay Area, New York, and European startups, such as Handy (previously Handybook), SparksLabs (acquired by Dropbox), FollowPrice, Dafti, GetSocial, Passworks, and Carzada. I've had a huge diversity of roles while designing for all these startups, to ensure the success of their products. I've designed interfaces and experiences for native iOS and Android apps, responsive websites, visual brand identities, digital and print marketing design, and created and animated 2D and 3D generated graphics.



Handy • 44 Studio

Handy is the leading platform for connecting individuals looking for household services with top-quality, pre-screened independent service professionals. At Handy, my role was to design digital and print material, and user interfaces and experiences for the Website and iOS app. Outdoor advertisement posters, social networks marketing, internal brand documentation, marketing material, website design and app design; these were tasks I've performed while being a designer at Handy.



SparksLabs • 44 Studio

SparksLabs, now acquired by Dropbox, was self mobile startup that designed and developed apps for iOS and Android. Its aim was to create these apps to connect users with fun and playful apps and games. MeRightNow, Sparks, DoodleUp, GifJam, Doodle, and HEYO for Messenger; these were some of the apps created while designing at SparksLabs. I've performed tasks such as app designer, digital marketing design, and 3D motion graphics.



GetSocial • 44 Studio

Used by 100.000 websites worldwide, GetSocial is a content performance analytics platform that helps marketers & publishers measure, promote and amplify their best content. At GetSocial, my role was to design the website, including responsive.



Passworks • 44 Studio

Passworks is the one stop shop mobile wallet marketing solution that enables the creation and management of mobile passes, such as digital coupons that you can distribute directly to your customers' smartphones. At Passworks, my role was to design their brand identity and website, including responsive.



Dafiti • 44 Studio

DAFITI is the largest e-commerce site for fashion and lifestyle in Latin America, with a catalog of more than 125.000 products from 2.000 different brands, including footwear, clothing, accessories, beauty products, sporting goods, and home products. At Dafiti, my role was to redesign the iOS and Android app.



Carzada • 44 Studio

CARZADA is a digital car marketplace where premium-conditioned used cars can be bought and sold in a convenient, risk-free, transparent & cost-effective way. It has a disruptive marketplace & full-service approach that translates into 100% preselected & pre-inspected cars, a highly innovative buying experience incl. the possibility to get the car delivered to the customer's door step, and a 14-day no questions asked return policy. At CARZADA, my role was to design their brand identity, website, including responsive, and to create 3D motion graphics.



Followprice • 44 Studio

FollowPrice was created for people to never miss out an excellent deal again, always with the objective of reaching the whole Globe, allowing consumers everywhere to always be aware of their favorite products prices, delivering high returns to the growing industry of online retail. At FollowPrice, my role was to design their brand identity and website, including responsive.

