

BRUNO SILVA

SENIOR PRODUCT DESIGNER

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Dublin, Ireland

SUMMARY

Passionate Product Designer with 17 years of experience for facilitating the design process, aligning business needs, customer needs and technology and craft the user interface. A collaborative team player who also is comfortable leading projects and working individually. Proactively and efficiently communicates design thinking to stakeholders using appropriate tools and methods. Having worked previously in an Art Direction, I pay attention to detail and am confident working with UI and UX. The most gratifying reward of my job sees the public uses my projects.

SPECIALTIES AND TOOLS

Specialties

User Experience
User Interface
Interaction Design
Information Architecture
Information Design
Mobile Design
Visual Design
Graphic Design
Design Thinking

Tools & Software

Sketch	Principle for Mac
Photoshop	Framer
Illustrator	Axure
Indesign	Zeplin
Invision	Typeform
Xcode	Usertesting.com
After Effects	OptimalSort

COMMUNICATION AND TECHNICAL SKILLS

- Strong presentation, influencing and written communication skills
- Experience working with Marketing & product teams in achieving strategic business objectives
- Confident in presenting and highlighting the findings of complex analysis pieces to stakeholders
- Comfortable planning and facilitating workshops
- Experience using a wide variety of research tools and online software

PROFESSIONAL EXPERIENCE

TravelPort Digital, Ireland Product Designer

July 2016 – Present

Leading customer and internal ideation workshops applying Design Thinking framework. Researching, Idealising and specifying User Experience for travel companies with tools and methods such as task analysis, concepts, customer needs, personas, user journey, customer experience, wireframe, high-fidelity prototypes to evaluate transitions, gestures and animations using tools such as Sketch, Principle, After Effects, Invision and Framer. Designing phone, tablet apps for travel companies such as BCD, Singapore Airlines, Mastercard Airport Experience and LoungeKey. Planning a Design Language for our main Product and Singapore Airlines using Atomic Design.

Toptal, Remote, USA Senior Product Designer

September 2018 – Present

Toptal is a network for elite freelance software engineers and digital designers, backed by Andreessen Horowitz, Adam D'Angelo, Ryan Rockefeller and more with an \$80M+ revenue run rate.

As a Senior Product Designer, I'm helping a range of startups to kick-start their concepts and define a visual language for their products.

PROFESSIONAL EXPERIENCE

VanHack, Vancouver, BC **Senior Product Designer - Remote**

September 2015 - August 2016

VanHack empowers top international tech talent to break into the Canadian startup community. I led the design team and I was responsible for the new brand identity, including a redesign of entire site and creation of the new logo.

- Led Creative Direction
- Product Design
- UI, UX & Visual Design
- UI Prototyping
- Front-end Development using HTML, CSS & Java Script

Group LTM, São Paulo, Brazil **Senior Art Director/ Senior Product Designer**

October 2014 - July 2016

Group LTM is specialised in full and intelligent solutions for the loyalty market. A multidisciplinary team which creates, plans and executes successful loyalty and relationship strategies to perfection. We create campaigns and events, offer award catalogues, run data analysis and most importantly develop reward strategies that build loyalty and motivate people, leading to increased financial results. Here, I am responsible for creating the entire visual design for Portobello's customer, from the design of the visual identity to developing the entire process of UI / UX to Portobello such as the website, intranet, and the day-to-day design.

- Art direction, design planning and conception
- UX, UI & Visual Design
- Digital Branding
- Print Design

RAPP Worldwide, São Paulo, Brazil **Product Designer / Art Director**

September 2012 - August 2014

RAPP is the only agency that specialises in high-precision CORE DIALOG™: those critical, direct and high-value relationships that link people and brands across the fast-changing digital landscape.

I was creatively responsible for two different major national brands. I was the Designer Lead when we re-launched the loyalty program for Shell Brother Trucker Club (Clube Irmão Caminhoneiro), and the Redecard, a national credit card, where we launched their new brand, which was renamed "Rede."

- Art direction, design planning and conception
- UX, UI & Visual Design
- Motion Design / Animation
- Digital Branding
- Print Design
- Flash design

Hype Premedia & Convergência, São Paulo, Brazil **Lead Designer**

October 2007 - September 2012

In Hype Premedia I was the Lead Designer of our primary product for catalogue automation with integration between Sales team of Fnac and our designers.

- Led Creative Direction of catalogues and Product Vision
- Product Design
- UI, UX & Visual Design
- UI Prototyping
- Front-end Development using HTML, CSS & Java Script

**EDUCATION
& TRAINING**

Acumen Design Kit: The Course for Human-Centered Design See certificate	2017
Beckinridge Training & Development Management Skills for Technical Professional	2017
Udemy iOS - Swift 2	2016
Free Code Camp Full Stack Web Development, Computer Software Engineering	2015 – 2016
iAi? Institute of Interactive Arts iOS Developer	2010 – 2011
University of Unibero Bachelor's Degree, Advertising	2001 – 2005