Alex Da Silva

Product Designer

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Portfolio and tech stack: https://alex-design-for-reap.github.io/Portfolio/

SUMMARY

As a seasoned Designer with **nearly a decade of expertise in product, service, and UI/UX design**, I advocate for the end user, ensuring customer-centric solutions by deeply understanding their needs through regular interactions and research. I excel in collaborating with cross-functional teams, conducting user research, and crafting innovative solutions. Leveraging human-centred design principles, I ensure that my designs meet customer needs while aligning with business goals and technical constraints. With experience spanning startups to enterprises, I thrive in fast-paced environments, driven by a passion for driving user adoption and engagement.

PROFESSIONAL SKILLS

- Design Thinking & Design Sprint
- UX/UI Design
- UX Research & Analysis
- Prototyping & Usability Testing
- Product Discovery and Lean Inception
- Product Vision and Features Definition
- Agile Methodologies
- Information Architecture
- Design System / Look and Feel / UI Kit / Documentation / Code Repo
- Collaborative Design Processes
- User Persona, User Journey, and Journey Mapping
- Accessibility: WCAG
- Service Blueprinting
- Communication & Presentation
- Workshops & Facilitation
- Evaluation and Prioritisation
- Features Sequencer and Minimum Viable Product (MVP)
- Business tracking and management (OKRs, business metrics)
- Problem-Solving
- Managing ambiguous situations and complex problems
- Applying design concepts to solve business and customer needs effectively.
- Bonus skill: learning full-stack development

PROFESSIONAL EXPERIENCE

Product Designer, Co-founder | Design4Reap | Australia, 12/2018–Present

- Accumulated over 2,000 project hours and conducted 500+ interviews for startups and global businesses.

- Led end-to-end design projects, from discovery to implementation.
- Utilised a variety of design concepts and methodologies.
- Assisted businesses in designing digital products, services, branding, and strategies.
- Conducted in-depth quantitative and qualitative research.
- Managed remote and in-person projects, ensuring alignment with client objectives.
- Designed prototypes and conducted workshops to test ideas and iterate on solutions.
- Provided data-driven recommendations to clients.

Service Designer | Civic Disability Services | Australia, 05/2023–04/2024

- Led the design phase for a customer portal, overseeing user research, feature definition, problem statement creation, ideation, wireframing, and low-fidelity prototyping.
- Guided and supported internal teams and projects.
- Built and implemented an end-to-end Civic design process.
- Contributed to establishing the Impact & Strategy team.
- Leveraged a data-driven mindset for research and analysis.
- Facilitated workshops based on Design Thinking, co-design, and design concepts.
- Led discovery processes to inform and enhance product development.
- Executed design processes using service blueprinting and customer research.
- Designed prototypes to validate ideas and improve product features.
- Mapped business, services, and processes to identify enhancement opportunities.
- Led the "Big Idea" program to foster innovation and improve customer experience.

Product Designer and Service Designer | Citadel.run | Australia, 12/2021–03/2023

- Led end-to-end design processes, resulting in a B2B Platform-as-a-service launch, enabling AWS cloud leverage without operations.
- Successfully launched 15+ modules and features.
- Facilitated workshops, and design and agile processes, fostering collaboration.
- Designed a comprehensive brand guide for the product UI.
- Led product discovery processes using design concepts and lean inception methodology.
- Implemented design processes and systems for intuitive product solutions.
- Designed prototypes to validate ideas and identify improvements.
- Engaged with development teams through agile methodologies, ensuring efficient project delivery.
- Supported project planning, management, and reporting of deliverables.
- Conducted experiments to optimise business results and validate product-market fit.
- Tracked current business situations to support senior leadership decision-making.
- Managed budget allocations for efficient resource utilization.

Senior Designer, Management Consultant | DNX Solutions | Australia, 03/2020–12/2021

- Implemented a B2B customer-centric foundation, boosting satisfaction.
- Streamlined cross-departmental processes, enhancing performance.
- Communicated market insights, fostering alignment.
- Empowered staff with design workshops, fuelling innovation.
- Launched 5 solutions, accelerating cloud adoption.

- Uncovered and strategized business needs for effectiveness and efficiency.
- Engaged with customers to understand needs and identify growth opportunities.
- Designed and conducted experiments for business optimization.
- Leveraged agile approaches for project management.
- Tracked business situations to support high-quality management.
- Aligned projects with strategic objectives.
- Ran workshops focused on business objectives, customer experience, and technology.
- Tracked competitors and business insights.
- Created reports, presentations, and documents to guide decisions.

Senior Designer and Project Manager | Weme | Brazil, 03/2014–10/2018

- Accumulated 7,000 project hours, conducting 2,000 user interviews across nearly 100 projects.
- Led design workshops applying design concepts to create successful product models.
- Co-designed with users to align product strategies with their needs.
- Initiated and managed new product projects, defining optimal methods and schedules.
- Conducted thorough product analysis to drive project success.
- Evaluated product success using OKRs for alignment with goals.
- Researched product models for innovative solutions and positive changes.
- Guided product decisions to drive growth.
- Supported startups with design from ideation to implementation, fostering innovation.

EDUCATION

Coding Boot Camp. University of Sydney. Australia, 02/2024–07/2024
Graduate Diploma in Business Management and Strategy. UNICAMP. Brazil, 01/2009–12/2011
Bachelor of Marketing and Social Communication. ESAMC. Brazil, 01/2002–12/2007

LICENCES, CERTIFICATIONS, TRAINING

- AI for Designer. *2024. Interaction Design Foundation*
- UX/UI (Validating and updating skills). 2024, TAFE NSW
- Data-Driven Design. 2023. Interaction Design Foundation
- Design for the 21st Century with Don Norman. 2023. Interaction Design Foundation
- Methods to Design Better Products. 2023. Interaction Design Foundation
- User Research: Methods and Best Practices. 2023. Interaction Design Foundation
- Member of Interaction Design Foundation. 2022. Interaction Design Foundation
- Lean Inception Facilitator. 2021. Caroli.org
- Figma: Collaborative design from basic to responsive prototype. 2020. Udemy
- UX: User Experience within the business. 2020. Udemy
- AWS Cloud Business Professional. 2020. Amazon Web Services (AWS)
- Prototyping. 2018. IDEO.org
- Agile Scrum Master in Advanced Project Management. 2018. Vega Consulting
- Design Thinking. 2015. WEME School