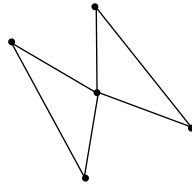# Cate Silva

UX/UI, PRODUCT DESIGNER

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ABOUT ME _

Practitioner of design thinking processes, lean and agile methodologies, UX research, and strategic development to build human-centered digital products. With an analytical approach to execute on creating simple solutions that translate business requirements and customer needs into delightful experiences that developers can execute on.

My past experiences

RESUME _

**JAN 2021
PRESENT**

Sr. Product Designer - Canadian Tire (K)

- Developing new features and optimize existing UI designs within corporate visual system.
- Designing gamified rewards to encourage more frequent app engagement and communicate with stakeholders to understand their business goals and objectives.
- Design end-to-end flows and experience and creating prototypes to showcase and test UX/UI solutions. Rapid iteration of designs and implementing findings from feedback and testing to ensure that system requirements meet user needs.

**MAY 2020
JAN 2021**

Sr. Product Designer - HomeX

- Designing a mobile app that serves the property sector.
- Working closely with developers to communicate on what I am designing and gauge technical feasibility, timelines, capabilities and stay up on the latest technological advancements.
- Build prototypes with motion animations in Invision Studio.
- Designing Task and User Flows to refine, and communicate ideas, wireframes and visual user interface following the design standards of the company's brand.
- Responsible for the functional animation that drives user attention to the possible interactions. All these animations were created in After Effects, exported with Bodymovin into a JSON file.

**JAN 2020
MAY 2020**

Sr. UI Desginer - Ruby Life

- Designing a mobile app that works and looks appealing. Responsible for the functional animation that drives user attention to the possible interactions.

**JAN 2019
JAN 2020**

Sr. Product Designer - Purpose Advisors Solution

- Collaborated with engineers, and product managers to define a roadmap, through the analysis of how the product ties in with the market needs and user preferences.
- Explore and visualize the way the financial product interacts with financial advisors using several APIs to process and handle data in complex scenarios ties in with the market needs and user preferences.
- Led the design vision and helped to set product direction of the software which resulted in our successful first public preview.

My skills

DESIGN _

Wireframing, Rapid Prototyping, Persona and Scenarios, Information Architecture, Visual Design, Accessibility, Usability Testing, Heuristic Evaluation, Product Management

SOFTWARES _

Sketch, Invision, Invision Studio, Azure RP, Github, Craft, Zeplin, Principle, Adobe Suite, After Effects, Jira, Trello, Pivotal, Figma, Confluence, Bodymovin, Abstract

PROGRAMMING _

HTML5/CSS3, Javascript, Jquery, PHP/MySQL, Bootstrap, Skeleton, Bulma, Java, Google Material, Lottie

My education

DEGREE _

Boston University's (MET)

2020 - in progress

Master of Science in Computer Information Systems - Software Development

FBAUP

2011

Bachelor of Arts in Communication Design, Major In Web and Minor in Animation

- Organized the team by implementing an Agile production environment of iteration and user testing cycles materializing a more efficient workflow.
- My responsibilities include full-stack product design: prototyping (wireframes, specs, etc), information architecture and flows, ownership and delivery of the user interface visual design, HTML/CSS design and delivery. Manage external freelance work and oversee front-end implementation.

JULY 2018
JAN 2019

Lead Product Designer - Fortuner (K)

Software company that enables e-commerce merchants to built, customize manage a mobile app integrated with Shopify.
- My role on the team was to visualize and design a web and mobile app which offers a comprehensive ecommerce success journey for our customers.
- Designed a desktop app which is connected to a native mobile app, allowing e-commerce stores to customize and manage their own mobile app through Shopify API's.
- Drove a start-to-end intuitive user experience for web software and native mobile applications using insights drawn from in-depth user and consumer research.
- Created sketches, wireframes, interface mockups and interactive prototypes to communicate design user flows, features and interactions to engineering.
- Efforts led to a successful launch of the company's MVP and acceptance into the world renowned Collision Tech Conference.

APR 2018
JAN 2019

User Interface (UI) Motion Designer - Clover

- Implemented 2D animated motion graphics ads for Snapchat, Facebook and Google using data-driven statistics to generate user growth resulting in 20% increase.

MAR 2017
MAR 2018

User Interface (UI) Designer - Broadsign

- Designed from scratch a new web-based product Broadsign Publish. Helped reshape and improve the UI for Broadsign Direct, implemented new features, including; AI technologies to sort inventory, content scheduling, static and digital campaign booking and multi-user access control.
- Work closely with Product Owners, Managers and Team Leads to ensure we are developing world class-applications under Agile methodology.
- Providing UI/UX/AI expertise by taking into account data from stakeholders and users which led to securing a contract with Google subsidiary in NY.
- Deployed Broadsign's first comprehensive design system, with the goal of implementing a scalable Sass and React-based front-end system and to
develop shared principles for use across products ecosystems.

FEB 2016
OCT 2016

UX/UI Designer, Integrator - Altitude Sports (K)

Working in a cross-functional role as a designer and developer focusing on UI/UX for the core Altitude Sports web and mobile experiences.

My education

University of Michigan
2021
HCDE 520 - Research Methods

University of Michigan
2021
HCDE 510 - Foundation of Human-Centred Design

University of Michigan
2021
PEERRS - Research Certification

University of Toronto
2019 - in progress
Agile Project Management

BrainStation
2019
Product Management

BrainStation
2019
User Experience Design

Concordia University
2017
CEWP 339 - Javascript & Ajax

Languages

English
● ● ● ● ●

French
● ● ● ● ●

- Optimized the front-end code performance increasings the site speed by implementing modular templates for the landing pages of premium brand.
- Creating polished interactive web-based interfaces with HTML/CSS, XML, php in magento and Shopify CMS. Versioning with Github.
- Drove responsive email campaigns in Mailchimp through design and code XHTML & HTML that work on any device or client thereby increasing effectiveness of marketing efforts.

FEB 2014 JAN 2016 — User Interface (UI) Designer, Developer - Bojeux

- Built and designed websites from scratch to improve the quality of previous site and the company's overall design process. These included a corporate and a dynamic responsive database driven WOOCommerce wholesale site.
- Defined and implemented SEO strategy. Generating reports through Google Analytics and integrated data to improve rank.

DEC 2013 FEB 2014 — User Interface (UI/UX) Designer - Aldo Shoes (K)

- Created eCommerce email marketing template designs in PSD and AI format by means of converting pixel-perfect W3Cvalid XHTML/CSS by hand, using lightweight table based coding and image maps, with full browser compatibility, compliant with all major email clients and a wide range of device types - (i.e. tablets, smartphones and desktops).
- Refined the look for Call It Spring's brand imagery.
- Responsible for website photography, website banners an donline ads through working collaboratively with the photography studio for products shooting & retouching, ensuring imagery fully expressesfull visual potential to best achieve desired results.
- Developed graphical elements in order to create dynamic unified visual style. Optimized creative campaign images for the web.
- Seasonal site refresh design (campaigns, fonts, colours) for extensive FW13 sale/clearance, transitional and SS14. Commited files into GitHub repositories. Provisioned the overly aggressive high volume of marketing emails with link tracking to analyze campaigns.

JUN 2012 FEB 2014 — UX/UI Interaction Designer Int - Research Gate

- Designed desktop user experiences. Created wireframes, high fidelity mocks, visual design and final assets.
- Originated interactive web pages (HTML/CSS, JS) from graphical models. Integrated projects in SVN. Team scrum board. A/B testing. Integrated Feedback Software on the server and modified the software UI Components look and feel to match the ResearchGate Style Guide Specifications using CSS, HTML and PHP basic manipulation.
- Coordinated with designers and engineers across multiple teams to meet aggressive launch schedule.

K — shorthand symbol for "contract"