

David da Silva Contín. Product Designer.

Expert in complex systems and prototyping.

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Scan to call
(iOS camera works)

WORK EXPERIENCE 5+ years of experience

Freelance – UX Strategist 2 months

Helping Starbucks, the3million, and some entrepreneurs go from idea to sustainable product, in an evidence-based/strategic way. I provide them with my product design, marketing, and technical know-how.

Sensa Design – Product Designer 1 year and 4 months

At Sensa we work with companies such as Facebook, Cabify, BBC, and Condé Nast.

- Improved the MoM growth of ITGallery's subscriptions by 4% by exploiting market gaps identified through client interviews and competitive analysis.
- Increased Dealflow's mailing list MoM growth by 5% through the design and production of its website and new mailing template.
- Designed cross-platform B2C features like *Calendar*, *Homepage*, and *Match View* for Footters, a streaming platform with 30,000 subscribers and £2m ARR.

the3million – UX Researcher 3 months

- Empowered London's policymakers to make evidence-based decisions. Self-directed research and logistics – topic guide co-created with 10 other researchers.

Improbable – UX Designer 4 months

- Researched, produced, and tested content that teaches game developers complex topics like networking algorithms and designing for a distributed system.
- Increased understanding of our product within the company and across roles by proactively organizing a hackathon, workshops, and introducing them to VR.

Toggl – UI Developer 1 year

- Stopped us from continuing to waste a £50,000/year and losing on growth by detecting that our custom A/B testing implementation was flawed by design.
- Improved team efficiency by 10%, participated in the production of 10+ A/B tests & many Business plan features. *"I learned more in a week than in 7 months at my last job, and it was mostly because of your reviews."* – CGO @ Sentinel

MakeltMultiplayer – Designer and Educator 6 months

- Designed and taught in-person 6 editions of my 2-week intensive course *Making Multi-person Experiences* at Polytechnic University of Catalonia. 76 alumni. **Currently turning it into an online business.** *"The clarity in the explanations, very very good. Never understood networks so fast and easy". "David always took the necessary time to answer questions and make sure everything was clear."*

VOLUNTEERING

- **ONGOING** Design thinking workshop mentor for 7-13 y/o w/ [Design Club](#) for 1y.

EDUCATION

- **Visual Design + Branding** @ [SuperHi](#), 8w
- **B.Eng. in Computer Engineering** @ Polytechnic University of Catalonia + UOC, 4y
Major in Computer Science: **AI, ML, Crypto, Blockchain**. Thesis "Improving the UX of a board game using computer vision, spatial interaction, and projection mapping."

SKILLS / TOOLS

UX Strategy: business/persona hypothesis, market/competitive analysis; storyboarding, feature poaching; funnel matrix.

Collaboration: affinity mapping, wardley mapping, dot/\$100 voting, double diamond.

UX Research: (un)monitored qualitative/quantitative methods for user research, testing and information architecture.

UX (Motion/Interaction/Visual) Design: storyboarding, cognitive biases, user flows, wireframing, low to high fidelity **prototyping**, cross-platform UI design, design systems.

Software: Figma, Principle, HTML/CSS/JS/Node.js + frameworks (Socket.io/Processing/GreenSock), Spark AR, Unity3D, Arduino.

Soft: speaking up, self-starter, active listening, storytelling, analytical, introspective, mentor.

Hobbies: creating interactive art, bouldering, downhill longboarding, e-sports, boardgames.

AWARDS

Invited to **Facebook Global Hackathon Finals** and to **Apple's WWDC** because of my iOS app.

1st prize out of 400 teams at the largest university hackathon at the time, PennApps XI. Hosted at an Ivy League university and broadcasted on Twitch.tv. *"This could have saved lives when I was in the battlefield back in Afghanistan."* *"Making it vibrate at the correct bpm for CPR is incredibly genius."* – S. Hippo, Senior Service Reliability Manager @ Google