



[marcodasilva.pt](http://marcodasilva.pt)

# Marco da Silva

Senior Product designer at [TravelPerk](#), previously at [letgo](#) & formerly Team lead designer at [Farfetch](#).

With the experience I gained as a Senior & Lead Designer working directly with various projects from web to mobile apps, I can quickly adapt to new challenges. Being hands-on, I enjoy getting involved in the whole process, starting from ideation and conceptualisation to designing, prototyping, testing and shipping the ideas.

## Work

### Senior Product Designer @TravelPerk

Nov 2019 - Currently, Barcelona

Currently, I'm a Senior Designer at TravelPerk, where I'm leading the design work for a new native app for our travelers on the go, for both iOS and Android. I spend my days creating features that help travelers have a smooth journey, including organizational approaches, design systems, developer hand-off, and everything in-between.

### Senior Product Designer @letgo

Jul 2017 - Nov 2019, Barcelona

At letgo I lead the design of several Verticals, from monetisation to payments and shipping. I was responsible for leading a series of innovation initiatives aimed at monetisation and transforming how design operates in letgo. I was responsible for the letgo design system implementation and adoption across teams.

### Senior Product Designer @Casumo

Sep 2016 - Jul 2017, Remote Barcelona & Malta

Working on Gamification verticals, create a seamless experience on games, adventure progression mode how to incorporate community features within the product in order to make stronger player loyalty and better player retention.

### Team Lead Designer @Farfetch

Apr 2013 - Jul 2016, London & Porto

Relocate to Porto to setup a design team in Porto offices.  
Provide direction and lead the design teams between Porto, Brazil and London, always having in mind the multicultural and diversity.  
Recruit, coach, bringing the right skills for the company to build effective product teams and develop the product further.  
Lead the global redesign of farfetch.com providing direction to the new brand.  
Define product design principles and set up design system, processes and tooling.

### Senior UX/UI Designer @Farfetch

Apr 2013 - Jul 2016, London

Oversee the digital design team and provide creative direction while managing idea generation, execution of digital designs, project quality control and process management.  
Interviewed product and marketing stakeholders, analysed business and user data to define Minimum Viable Product, plan and test its iterations toward the agreed vision.  
Hands-on design - create and design assets/visual content for the Farfetch website and mobile apps  
Complete redesign of the website and apps.

### Grange Hotels + Gabiforma + Takemedia + Freelancer...

From 2007 - 2013, London, Portugal & Remote

Webmaster & UI Designer  
Digital & Graphic Designer || Web Master || 3D Modulator

## Education

### E.P.M.S | Professional School | Portugal

Sep 2004 - Jul 2005

Audio Visual & Multimedia ( Level 4 )

### E.P.M.S | Professional School | Portugal

Sep 2001 - Jul 2004

Graphic design & Multimedia Technician Level 3