

Christophe da Silva

UX/Product Design Director

With two decades of working in the digital industry, I have expertise in leading UX/Product Design, Interaction Design, and building digital products.

Experience

UX Design Director at AREA 17, Paris, France then Brooklyn, NY. Oct. 2015 — Present

- Contributed directly to shape the overall strategic and design process around collaborative sprints that foster cross-disciplinarity.
- Led significant web product redesigns through streamlined structures and interaction designs aligned with user needs.
- Clients include: Getty, The New York Times Company, Art Institute of Chicago, Princeton University Press, Aspen Ideas Festival, New York Road Runners, and Engadget.

UX Designer & Software Engineer, Freelance. Paris, France. Oct. 2013 — Sep. 2015

- Released “Phallaina”, a graphic novel app which received multiple awards for its unique reading experience, thanks to a completely custom set of tools, creative workflows, and a rendering engine I developed using C++ / OpenGL.
- Led the UX redesign effort on multiple web projects for renowned studios and agencies: McCann Paris, AREA 17, Soleil Noir, Isobar. Clients include: Opéra de Paris, Peugeot, Cisco Design Studio, Arte, France Télévision, Axa, Société Générale, BEL Group.

Lead UX Designer & Tech Lead at Soleil Noir Studio. Paris, France. Apr. 2012 — Oct. 2013

- Extended the capabilities of Soleil Noir, one of the most awarded digital studios in France, by bringing iOS development skills and UX design methodologies to lead major product-focused projects.
- Successfully deployed a high-traffic web mobile catalog for Nespresso over 26 market countries by leading the technical and Interaction design aspects.
- Helped to confirm Nespresso high-standards digital presence by contributing to their very first catalog app, through iOS development and Interaction design.

Creative Developer, Freelance. Paris, France. Jan. 2009 — Apr. 2012

Delivered creative and experimental iOS & web marketing apps for Nespresso, Toyota France, Lancome, Biotherm Clarins, Microsoft/MSN.

Tech Lead, Malinea. Paris, France. Feb. 2004 — Jul. 2008

Successfully deployed and maintained a cashback based e-commerce solution for a french startup with more than 400k users, by leading the technical, development and information architecture aspects.

Full Stack Web Developer at Framfab. Paris, France. Oct. 2001 — Feb. 2003

Contributed as a backend/frontend developer with a designer mindset at Framfab (then LBI International), a top leading web agency of the 2000 era in Europe.

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Skills

Design Management
UX/Product Design
Interaction Design
Software Engineering
Creative Coding

Current tools

Figma, Keynote, VSCode, Xcode

Programming languages

C++, Objective C
Open GL, GLSL
HTML5, CSS, ES6

Recognition

The Webby Awards

2020 Nominee, Princeton Univ. Press
2016 Nominee, Phallaina app

Peabody/Facebook, future of media

2016 Mobile app winner

FWA

Mobile site of the day, 27 Feb. 2016

Japan Media Arts Festival

Jury Selection 2017

Future of Story Telling

Mobile app 2017

Education

2013: Specialization year at CNAM de Paris in Human Computer Interaction and Computer Graphics. (60 ECTS).

2003-2006: Bachelor of Science in Computer Science (French Licence) at Conservatoire National des Arts et Métiers de Paris.