

Luis Silva

Harrisburg, PA 
(717) 945-8132 
me@luisdsilva.com 
www.luisdsilva.com 

UX focused Design Engineer with experience designing and helping deliver AI powered web and mobile experiences from concept through production. Strong background in Figma, interaction design, design systems, accessibility, responsive UI, and front end implementation using React, TypeScript, HTML, and CSS. Comfortable translating designs into polished production UI, partnering with product managers and engineers, and helping build clear, intuitive experiences for conversational interfaces, knowledge systems, and membership flows

Skills

- UX Design
- Information Architecture
- Design Systems
- Responsive / Adaptive Design
- Accessibility
- Semantic HTML
- Keyboard/Barcode Reader Navigation
- React / Angular / VueJS / React Native
- TypeScript / JavaScript
- CSS/SCSS
- Next.js
- Tailwind CSS / Material UI / Bootstrap
- Storybook
- GitHub / GitHub Copilot
- Playwright
- Wireframing / Prototyping
- Figma/MCP Server / XD
- AI Product Interfaces
- Conversational / Chat UI
- Streaming Responses
- Knowledge Systems
- Membership Experiences
- API Integration
- Agile
- Design / Code Reviews
- Axe / WAVE / Lighthouse
- JAWS / VoiceOver
- Vite
- Jest
- VWO / Clarity / Amplitude / HotJar

Experience

JUN 2020 – SEPT 2025

Design Engineer / Warner Bros. Discovery

- Designed and helped deliver AI powered product experiences for DaisyAI, Warner Media's in house platform, with a focus on clear, intuitive interfaces for complex information and decision making
- Supported UX research, interaction design, and front end implementation for AI driven experiences, including conversational patterns, knowledge based workflows, loading states, and guided user interactions
- Took projects from early ideas through information architecture, wireframes, Figma prototypes, design handoff, and production ready UI support

- Translated Figma designs into front end experiences using React, Next.js, HTML, CSS, Tailwind, Material UI, and internal component libraries while maintaining strong design fidelity
- Worked with shared design systems, reusable components, and UI patterns to help create scalable and consistent product experiences across teams
- Partnered closely with product managers, designers, and engineers in agile delivery, contributing to design reviews, implementation discussions, and polished final UI
- Helped identify and resolve gaps between design intent and technical implementation so final experiences remained usable, accessible, and aligned with the original vision
- Treated accessibility as a core requirement by supporting semantic structure, keyboard friendly interactions, and inclusive design patterns across interfaces
- Used research, usability testing, and analytics tools including Clarity, Amplitude, and PostHog to improve interaction quality, adoption, and overall usability
- Helped shape human in the loop AI experiences that made model output easier to understand and act on without removing user judgment
- Contributed to the redesign of a legacy PDF heavy data workflow into a more usable knowledge experience that made information easier to navigate and apply
- Supported adoption growth for DaisyAI across internal and external channel teams through improved usability, clearer interface design, and better workflow alignment

JUN 2019 – SEPT 2020

Front End Designer / CitiBank

- Designed user focused enterprise workflows and helped move them from early concepts into working front end UI
- Conducted on site user research to understand roles, tasks, constraints, and business processes, then translated findings into clear design solutions
- Created low and high-fidelity wireframes and prototypes in Figma, using structured components and reusable patterns to support better design to development handoff
- Partnered closely with engineers and product stakeholders to turn requirements into responsive, production ready interfaces for web and mobile experiences
- Contributed to front end UI implementation in Vue.js, HTML, and CSS, helping ensure designs were practical, polished, and ready for release
- Built reusable component patterns in Figma to improve consistency, reduce handoff friction, and support scalable UI development
- Supported accessibility and inclusive design by considering usability, structure, and interaction needs from the beginning of the product process
- Helped create beta screens and mock data flows for early demos, reviews, and stakeholder feedback before full data connections were available
- Gathered post launch feedback and refined designs to improve usability, task flow, and overall user confidence
- Worked in agile teams and collaborated across design, engineering, and product to deliver user friendly solutions with strong visual clarity and practical interaction design

DEC 2016 – MAY 2019

Product Designer / Scala Digital

- Helped redesign and modernize a legacy SaaS platform with a focus on usability, workflow simplification, and clearer interaction patterns
- Studied user behavior to identify confusion points, dead ends, and friction in long multi step tasks, then translated those findings into cleaner UI flows
- Created wireframes and prototypes in Adobe XD and other design tools to validate ideas before implementation
- Worked closely with engineers during the transition from AngularJS to React, helping preserve design quality while supporting a more modern and scalable front end approach
- Helped improve information architecture, reusable UI patterns, and branded interface flexibility for enterprise customers
- Treated accessibility and responsive behavior as important parts of the redesign across devices and user needs

FEB 2012 – DEC 2016

Front End Designer / Deloitte

- Designed and helped deliver accessible digital experiences for large scale public sector web applications serving diverse user populations
- Worked on UX research, interface design, and front end support for policy heavy systems, including Health and Human Services platforms such as COMPASS
- Translated complex regulatory and business requirements into clearer user flows, wireframes, and prototypes that were easier for non technical users to understand
- Collaborated closely with technical and non technical teams to keep design intent aligned through implementation
- Helped create accessible, user centered experiences with strong attention to content clarity, workflow guidance, and usability across complex processes

Education

OCT 2013

B.S. Software Engineering / Parkville, MO