Ivan Silva

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Professional Summary

I believe the best design is invisible, it feels like an extension of the user's own intuition. My career has been defined by a single challenge: transforming massive, high-stakes complexity into "one-tap" simplicity. Currently, I lead the discovery and navigation vision for 15M+ drivers at BMW Group, where every pixel must serve a purpose in a time-critical environment. I am a native-first specialist obsessed with the "last 5%" of polish, using data not just to measure success, but to uncover the next big opportunity for the business.

Work Experience

Staff Product Designer – BMW Maps
Critical TechWorks · Lisbon · 2023 – Present

Set strategic direction for search and navigation experiences across BMW, MINI, and Rolls-Royce iOS/Android apps.

- Designed algorithmic personalization balancing ML-driven search recommendations with UX clarity, ensuring relevance was understandable for mobile users

- Improved design-to-development handoff, reducing implementation ambiguity through clearer specifications and accelerating engineering velocity

- Worked on cross-platform design system establishing shared interaction patterns across iOS and Android while maintaining platform-specific usability

- Mentor 3 product designers on discovery practices and design frameworks

Senior Product Designer – BMW Maps
Critical TechWorks · Lisbon · 2020 – 2023

Redesigned mobile Map Tab from initial concept through launch, transforming search and destination discovery experience.

- Increased adoption from 43% to 60% through iterative user-centered design and continuous testing

- Reduced task completion time by 40% by simplifying mobile flows for time-sensitive driving contexts

- Designed personalized POI search tailored to different user contexts and journey stages

- Collaborated with Data teams to refine search ranking using behavioral signals

- Contributed to A/B testing strategy informing rollout decisions across markets

- Designed cross-platform mobile flows in Flutter while respecting iOS and Android conventions

Product Designer
Critical TechWorks · Lisbon · 2019 – 2020

Focused on execution and feature delivery for search experiences for BMW's companion app.

- Applied mobile-native interaction principles ensuring patterns respected iOS and Android conventions

- Contributed to design system evolution aligning components with platform-specific expectations

- Supported usability testing and iterated on search flows based on user feedback

- Collaborated closely with engineers ensuring practical, well-documented design decisions

UX Designer
CGI · Lisbon · 2016 – 2019

- Provided UX consultancy for major energy providers across Iberia, designing operational tools and service platforms serving millions of customers

- Led comprehensive research strategy (tree testing, eye-tracking, usability testing) resulting in 32% reduction in user dropout rates

- Created scalable design systems adopted by ENEL operations across Italy and Spain

- Facilitated stakeholder workshops driving digital transformation in regulated energy markets

UX/UI Designer & Co-founder – Trezentos
Lisbon · 2014 – 2016

- Built product in resource-constrained startup environment embracing speed and learning over perfection

- Led end-to-end design and front-end implementation with minimal team

- Rapid validation cycles through guerrilla testing and quick iterations based on feedback

Web Designer – AIM Digital Agency
Lisbon · 2013 – 2014

- Designed and delivered 20+ websites and landing pages using WordPress, Joomla, and Shopify

- Managed client relationships balancing business requirements with user experience best practices

Key achievements

- **BMW Maps**
  43%→60% adoption increase | 40% task completion improvement | 25% MAU growth

- **Endesa Energy Platform**
  32% user dropout reduction | Design systems adopted by ENEL Italy & Spain

- **Cross-functional Leadership**
  Led teams across 3 countries for global product deployment

- **Design Systems Impact**
  Created modular architectures enabling rapid scaling across markets

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Education

BA in Multimedia Design
ESCS · Lisbon · 2009 – 2012

BA in Anthropology (1st Year Completed)
ISCSP · Lisbon · 2008 – 2009

Certifications & Courses

- Agile Methods for UX Design
  Interactive Design Foundation (IxDF)

- AI for Designers
  Interactive Design Foundation (IxDF)

- UX Certification - 1057573
  Nielsen Norman Group

- Designing Complex Apps for Specialized Domains
  Nielsen Norman Group

- Analytics and User Experience
  Nielsen Norman Group

- Mobile Design: UI & UX
  Nielsen Norman Group

- Facilitating UX Workshops
  Nielsen Norman Group

- Emerging Patterns in Interface Design
  Nielsen Norman Group

- UX & Usability in Virtual Reality
  ErgoUX

- High-Performing Teams
  XA2018

Skills

- **Enterprise Product Strategy**
  Led vision definition for BMW's most critical navigation experience, serving 15M+ global users with measurable adoption improvements

- **Mobile Product Experience**
  5+ years designing exclusively for iOS/Android at BMW. Cross-platform design (Flutter) respecting native conventions. 15M+ users across mobile apps.

- **Search & Discovery Expertise**
  Designed POI search, discovery, and decision-making flows. Worked with behavioral signals and ranking algorithms. Personalized experiences based on user context.

- **Cross-Functional Leadership**
  Coordinated global teams across 3 countries, mentored designers, aligned stakeholders on complex technical products

- **Personalization & Data**
  Designed algorithmic recommendations balanced with UX clarity. Collaborated with Data/ML teams on ranking logic. Used behavioral signals for contextual experiences.

Languages

- English – B2 (Professional fluency, daily collaboration in international teams)

- Spanish – A2