

CHRISTOPHER SILVESTRE

CREATIVE USER EXPERIENCE DESIGN LEAD

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PROFESSIONAL SUMMARY

Creative and results-driven UX/UI Design Manager skilled in the logistics, education, and medical device sectors. Successfully leads end-to-end design and redesign of intuitive business platforms, content systems, and mobile apps. Expert in fostering user-focused decision-making and driving engagement through data-driven strategies throughout complex organizations.

AREAS OF EXPERTISE

- UX Leadership
- Cross-functional Teams
- Project Management
- Usability Testing
- Customer Journeys
- Prototyping
- User Story Writing
- Interface Design
- Design Systems
- Brand Consistency
- Vendor Coordination
- Mentorship

PROFESSIONAL EXPERIENCE

USER EXPERIENCE & UI LEAD | Trinity Logistics | Seaford, DE | 2022 – 2024

Leadership for user-focused design methodologies throughout new and existing systems to improve the success of cross-functional teams, leading the design of user and customer roadmaps to guide the successful development, testing, and launch of new processes, systems, and mobile applications.

- Led successful redesign across 3 companies for the launch of a Learning Management System for the Logistics industry for teams including sales, operations, and technical teams to ensure a clean user journey and positive user engagement for learning.
- Owned the redesign of the company's transportation management system, creating research-backed documentation to ensure understanding and system adoption across all levels of leadership within six months.
- Led a team to design and successful launch a mobile sales agent logistics application; interviewing stakeholders to identify and mitigating their pain points to ensure quick deployment prior to a national sales conference.
- Implemented AI-driven improvements to increase the scale of sales management systems focused on improving company KPIs.

USER EXPERIENCE & UI DESIGNER | Educational Testing Service (ETS) | Princeton, NJ | 2012 – 2022

Partnered with cross-functional teams to design national K-12 assessments and simulations across various subjects such as reading, science, and social sciences; ensuring alignment with federal, accessibility, technical standards while maintaining high engagement from development through launch.

- Drove development of a revised family survey system from concept design to testing and validation, partnering with a child development expert to ensure engagement with students of all ages – helped increase survey completion rates from 9% to 60%.
- Spearheaded the development of in-house production capabilities, creating and refining design standards, best practices, and technologies to enable cost-effective, iterative design and research processes.
- Continually enhanced program quality and accessibility, developing an internal quality control system and multi-language usability options to drive product adoption and usage.

DIGITAL PRODUCTION MANAGER | Propeller Communications | Summit, NJ | 2009 – 2012

- Expanded the capabilities of the start-up's medical device marketing department, as the company's third employee, I grew the creative team from a sole enterprise to 13 designers, programmers, and animators.
- Creative team leader for clients' campaigns including brand strategy, Wireframing, project management, application mapping, team management, to project completion.
- Positioned key medical device client for success in a competitive field at a major annual trade show, producing interactive instructional materials, live virtual demo and an iPad application to connect guests to case study findings.

Additional Career Achievements

- Created interactive advertising websites, ad campaigns, marketing, and new business pitches for Fortune 500 companies as an Art Director at MRM Worldwide, for key clients such as AOPA, Verizon, Applebee's, Avis, Bristol-Myers Squibb, and Novartis.
- Cultivated a deep expertise in storytelling and project management across 5+ years as an animator and animation director, educating kids of all ages while saving over \$100K in production costs through streamlined templates for Sesame Street.
- Sold cartoon series to MTV. Oversaw character design, animation, and post-production for multiple animated series for the Latino market, creating and presenting pitch materials to executives at Galavision and MTV.

TECHNICAL SKILLS

Figma | Adobe Creative Suite | Animation | Illustration | Storyboarding | Medical Illustration | Wireframing | Video | Marketing

EDUCATION

- UX Design and Research | 2020-Ongoing | Nielson Norman Group
- Animation and Design | 1997-1999 | Art Institute of Philadelphia
- Animation Intern | 1998 | MTV Daria
- Graphic Arts | 1995-1997 | Monmouth County Vocational