



CRAIG SILVA

Lead Product Designer specializing in user-centred design, design systems, and organizational design.

EXPERIENCE

Product Design Lead & Manager, Ollie

Sep 2023 - Present

- Lead and mentor a small team of product designers and researchers across iOS, Android, and web
- Own design across acquisition, onboarding, subscription, health, account management, and the member experience
- Drive data-informed product decisions and conversion optimization through research, analytics, and experimentation

Product Design Lead, Libro.fm

Dec 2020 - Sep 2023

- Sole product designer across iOS, Android, web, and internal and enterprise business tools
- Led the redesign of Libro.fm's mobile apps and customer-facing web experiences

Principal Product Designer, Grubhub

May 2015 - Dec 2020

- Contributed product design expertise within a leading consumer food-ordering platform
- Collaborated across product and engineering to create clear, high-quality user experiences
- Designed for consumer, driver, and restaurant experiences across all platforms

Senior Product Designer, EF Education First

May 2013 - Dec 2015

EDUCATION

Massachusetts College of Art and Design

BFA Art Education, Class of 2011

SKILLS

Product Design, UX/UI Design, Design Leadership, Mobile and Web Design, User Research, Conversion Optimization, Design Systems, Prototyping, Accessibility and Inclusive Design, Cross-Functional Leadership, AI-Assisted Design Workflows