



Marco da Silva

Principal Product Designer | AI-Driven Products

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Principal Product Designer with 10+ years of experience building high-impact digital products — from scaling TravelPerk’s native mobile apps to leading AI-first platforms like Wordsmith.ai (\$25M funded).

I specialise in AI product design, rapid prototyping, and mobile experiences, blending human-centred UX with automation at scale. Strong track record in design systems, end-to-end product delivery, and driving measurable business outcomes.

- **AI-native product design** — UX & systems for complex AI workflows at Wordsmith.ai (\$25M funded)
- **AI prototyping & experimentation** — Built and validated AI-driven features across multiple products
- **Mobile product leadership** — Launched TravelPerk’s native apps (4.7★ App Store, 4.6★ Google Play, 100K+ downloads)
- **Design systems at scale** — Led multi-platform systems across TravelPerk, letgo, Casumo, and Farfetch
- **Growth-driven & AI UX** — Delivered measurable revenue and engagement gains through data-backed design



Principal Product Designer (AI Systems) @ Oli

October 2025 – Present

- Leading design of an AI-powered Performance OS for managers and teams.
- Shaping Slack-first AI systems for goals, feedback loops, nudges, and behaviour change.
- Designing trust-first AI patterns for sensitive organisational and people data.
- Working closely with founders and engineers to align AI capabilities with real-world adoption and impact.



AI Principal Product Designer @ Wordsmith.ai

Nov 2024 – October 2025

- **Founding designer** for \$25M-funded AI legal assistant platform.
- Shaped UX for chat-based drafting, review workflows, templates, and AI assistants.
- Designed AI agent experiences; collaborated with engineers on LLM prompts.
- Built scalable design system and defined brand foundations.



Staff/Senior Product Designer @TravelPerk

2019 – 2024

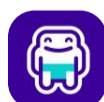
- Led the vision and strategy for the new TravelPerk mobile app, designing a UI/UX tailored for travelers on the go.
- Designed & launched first native iOS/Android apps, growing to 100K+ downloads & top ratings.
- Built cross-platform design system; defined mobile UX vision.
- Key wins: +19% adoption (hotel map search), +15% conversion (express checkout).



Senior Product Designer @letgo

2017 – 2019

- Led monetisation & growth features: +42% revenue (UI bump), +\$2.82M yearly (“Move it here”).
- Built design system adopted across iOS, Android, and PWA.



Senior Product Designer @Casumo

2016 – 2017

- Created Casumo’s first design system from concept to rollout.
- Designed gamification features to boost loyalty & retention.



Lead Product Designer @Farfetch

2013 – 2017

- Directed global redesign of farfetch.com and new mobile app.
- Led teams in Porto, London, Brazil; scaled team from 1 to 20+.