

CODY SILVA

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Design Manager + Art Direction

Product Design | Creative Direction | B2B SaaS Products | Systems Thinking | Coach & Mentor

Passionate and empathetic hands-on leader with 15+ years (with 8 years management experience) of success delivering engaging visuals that strengthened brand identities and powered product design initiatives by managing cross-functional design teams and fostering conducive workplace cultures centered around creativity, innovation, and teamwork.

Collaborative team player and visionary designer with rare combination of creative talents, results-driven approach, and a leadership style geared to drive brand growth, enhance UX/UI, and help build mature design teams. Successfully collaborated with cross-functional team members on cohesive roadmaps that incorporated design, product management, content, growth marketing, and engineering leadership to produce creative problem-solving solutions for customer experiences.

Clear communicator and patient coach with talent for breaking down complex technical concepts into clear information, fostering lasting relationships with stakeholders, and empowering team members to deliver best-in-class creative solutions.

Areas of Expertise

- Product Design
- Visual Design
- User Experience (UX)
- Brand Identity & Guidelines
- Design Systems
- User Interface (UI) Design
- Team Building & Development
- Management
- Product & Marketing

Notable Achievements

- Saw revenue lift from \$77M to \$157M over 2 years at Rapid7, due largely in part to the investment across UX and the Design System I helped establish. This Design System contributed to a more consistent experience for customers while also helping our internal development teams rapidly deploy new features.
- Publishing of Rapid7's first ever brand guidelines with DAM integration saw an 80% reduction in asset requests coming to our design team from internal employees. This not only created less distractions to our design team but also led to a more consistent brand experience for our customers and prospects.
- Significantly reduced employee churn at Rapid7 while also driving engagement across the entire design team by identifying each team member's strengths, aligning specific skill sets with creative projects, and mentoring designers while allowing them to take ownership of their work.
- Tripled revenue for Answerbag.com, second largest Q&A site on web, while architecting new design and UX improvements as sole designer during site overhaul while serving as Senior Designer at Demand Media.

Professional Experience

Manager, Brand Design | March 2022 – August 2023

Rapid7 – Austin, TX

Held full accountability leading, coaching, and building a dispersed design team. Provided design direction and conducted design reviews for all creative output. Collaborated with Creative Ops, Brand, Content, Events, Engineering, and Project Management leadership to align stakeholders with competing goals under a unified roadmap. I additionally led governance efforts across the organization, ensuring adherence to brand guidelines while also liaising with external agencies.

Key Achievements

- Spearheaded the creation, maintenance, and evolution of Rapid7's brand guidelines and tooling to support internal employees, external agencies, as well as support our partnerships and sponsorships which helped spread brand awareness and enhanced customer engagement across all digital platforms for the growing organization.
- Played a key role towards establishing the first Digital Asset Management (DAM) tool which streamlined asset organization while concurrently enhancing brand alignment across all creative output.
- Formed relationships with external agencies while shaping creative assets that properly reflected the brand, leading to an increase in brand consistency across digital platforms and an uptick in audience engagement.
- Partnered with sales leadership to develop sales enablement materials to ensure the go-to-market plan aligned to brand and product experiences.

Design Manager | January 2020 – March 2022

Rapid7 – Austin, TX

Orchestrated operations for the design team that delivered all creative output for the Marketing department. Established unified creative vision, ensuring alignment with brand guidelines and strategic objectives for all creative tasks. Nurtured collaborative environment that encouraged innovation and facilitated cross-functional partnerships with Engineering, Brand, Content, and Events teams to drive cohesive, impactful marketing campaigns.

Key Achievements

- Closely coordinated with Marketing Operations leads to create more streamlined processes which provided better visibility into all creative tasks, bolstering teamwork and collaboration.

Lead Visual Designer, User Experience | April 2016 – January 2020

Rapid7 – Austin, TX

Managed visual design team across the United States and Ireland. Worked closely with UX designers across multiple product teams to audit current design components, gather product requirements, recommend ideal component states, and design updated components. Also, supported an initiative to grow a global UX organization by interviewing and hiring interns.

Key Achievements

- Led project to establish first-ever design system for the product organization which streamlined design processes, fostered consistency across product lines, and accelerated product development cycles to support the multi-product platform software experiences.
- Partnered with UX engineering to guide the translation of designed components into front-end code which allowed front-end engineers to stay aligned with evolving product design.

Senior Designer | September 2009 – September 2015

Demand Media – Santa Monica, CA

Oversaw visual design and UX on full site redesigns, iOS apps, and responsive web experiences across Demand Media's web properties. Liaise with Product Managers, Developers, and Web Optimization specialists to produce engaging experiences for consumers. Created landing pages, blog pages, and supporting content.

Key Achievements

- Earned promotion in 2012 in recognition for delivering impactful leadership during creative efforts, including eHow's offering, 'eHowNow' that provided users direct access to answers through 1:1 online conversation with experts.
- Served as sole designer for eHow's 'eHowNow' project. Partnered with senior leadership on the product vision, and collaborated with front-end and back-end developers as well as internal web optimization specialists to drive

conversions through extensive A/B testing.

- Strengthened relationships across the organization by executing several mobile projects, including design of Golfink.com and Trails.com iPhone apps as well as mobile website experiences for eHowNow and Eat.What.Why.

UI Designer & Multimedia Specialist | October 2004 – September 2009

Gemological Institute of America – Carlsbad, CA

Leveraged design talents to help implement redesign of GIA corporate website, portal environment, and new CMS system alongside two outside agencies. Built relationships with internal clients to translate business requirements into visual designs that best suited users. Managed branding and front-end development of Gemological Research Conference microsites.

Key Achievements

- Successfully established branding deliverables for the Gemological Research Conference which carried over into a large print campaign that maintained the look and feel of conference over both mediums.
- Maintained brand consistency by leading design and front-end development of corporate microsites while also editing corporate video productions and arranging video shoots along with voice over studio sessions.

Education & Qualifications

BA, Visual Arts Media

University of California, San Diego

Technical Skills

Adobe CS | Sketch | Figma | Canva | Jira | Asana | Bynder (DAM) | Google Workspace | Slack | Typography | Gestalt Principles | User Research, Testing & Optimization

Recommendations

Jay Brewer

User Experience and Product Design Leader

"As the Design Manager at Rapid7, Cody has been an invaluable asset to our team. From the moment I brought him on board to lead visual design for our evolving platform, it was clear that he was not just another hire but a strategic investment in our company's future. The challenge of ensuring a cohesive visual layer for the user experience was a significant one, but Cody handled it with remarkable finesse and skill."

Cody has been a powerhouse of managerial and design expertise. His ability to lead teams, navigate complex corporate landscapes, and uphold brand consistency makes him an irreplaceable asset. I look forward to the possibility of working with Cody again in the future; his contributions have set a high bar for what a Design Manager can achieve."

Heather Mounsey

Brand Executive & Creative Director

"Cody was an invaluable member of my team during my Rapid7 days and still remains one of the best design managers I've worked with anywhere. With a background in both UX and all manner of marketing design, once he's on your team, you'll wonder how you ever lived without him."

He's an exceptional mentor to junior creatives and knows how to get his team to approach problems differently and experiment within a brand system. I also think it's important to note he's equally skilled at the tough conversations when it comes to being a manager and that's why the designers under him grow."