

Luis DaSilva

Digital Media Specialist

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◆ Work

F5

Video Post-Production Specialist (2024 - Present)

- ◆ Design and edit video content, including product demos, social media assets, interviews, and marketing event assets
- ◆ Partner with stakeholders throughout the organization to deliver on-brand, deadline-driven content
- ◆ Use industry-standard tools such as Premiere, After Effects, Photoshop, Illustrator, and Javascript

Marketing Events Specialist (2023 - 2024)

- ◆ Managed event logistics in Briefing Center
- ◆ Created and maintained digital signage assets, ensuring static and video content were on-brand
- ◆ Partnered with video team to create social media videos, product demos, and marketing materials

◆ Education

Coursera, in partnership with Google

Google UX Design Certificate

- ◆ Conducted user research
- ◆ Wireframed, prototyped, and designed apps for mobile and desktop using Adobe XD and Figma
- ◆ Completed case studies, compiling results and findings in portfolio

Vermont State University

BFA - Animation & Illustration

- ◆ Learned and practiced visual art and design principles
- ◆ Used industry-standard software such as Photoshop, Illustrate, Animate, After Effects, XD, and Figma
- ◆ Learned scripting, including Python, C#, and Javascript

Summary

I'm a designer with a love for iterating, ideating, and interaction. This passion draws from my experience in coding and visual art, and lends me the ability to approach problem solving from creative and technical viewpoints.

Skills

Examples of the following can be seen in my [portfolio](#) and on [Github](#).

Design

Layout, wireframing, visual asset creation, prototyping

Video

Motion graphics, video editing, .mogrt templates

Software

Photoshop, Illustrator, Animate, After Effects, Premiere, XD, Figma, Sketch

Scripting

Google Apps Script / Javascript, After Effects Expressions, Python, C#