

Mal Silva

People. Process. Product.

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Summary

Dynamic product leader with over 15 years of experience shaping exceptional software solutions that fuel business growth and elevate customer satisfaction. Proficient in melding strategic foresight with hands-on design acumen to pioneer innovative solutions across diverse digital platforms, contributing to the substantial revenue generation of \$150 million. Expertise in leading cross-functional design, content, and project teams and cultivating a culture of creativity, collaboration, and continuous improvement. Dedicated to leveraging user insights and emerging technologies to drive impactful user experience practices while streamlining product development and production operations.

TraceLink, Inc.

Mar 2015 - Present

Senior Director, Platform Products - User Experience | 6 Months

Spearhead strategic design ownership as single-threaded owner (STO) of UX within a single-threaded model, overseeing design requirements across multiple business units on a global scale.

Liaise between the Sell (Sales and Marketing), Build (Product Development), and Use (Services) organizations to ensure alignment of design strategies with company objectives and user needs.

Support design demands across three pillars within the Build organization, including the Opus Platform, Supply Network Products, and Intelligence, to deliver cohesive and innovative network design solutions for enterprise and multi-enterprise problems within the pharmaceutical supply chain.

Drive impactful design strategies that enhance UX and satisfaction, aligning product visions with user needs and company goals.

Serve as a transitional leader through the R&D restructuring and migration to a single-threaded model, facilitating smooth transitions and ensuring continuity of design excellence.

Drive continuous improvement initiatives to optimize design processes, user-centric principles, and methodologies, resulting in enhanced efficiency and effectiveness across the organization and driving business outcomes.

Senior Director, Product Experience | 1.5 Years

Led expansion and advancement initiatives within the research and development (R&D) organization, fostering cross-functional collaboration between Product Management, Engineering, Services, and Marketing.

Owned design and content roadmap to support a broad portfolio encompassing 2 platforms and more than 52 B2B products.

Supported 4 business units, encompassing global track and trace, compliance solutions, analytics, and groundbreaking value-add products such as digital recalls and supply chain work management.

Drove and co-curated the executive vision for the new Opus Platform and Anthem Design System, leveraging the Opus no-code approach to champion and reinforce the unparalleled efficacy of TraceLink's supply chain network products.

Delivered three new streamlined solutions for complex enterprise challenges within the pharmaceutical supply chain sector.

Championed the maturation of the Opus no-code Anthem Design System from incubation to post-production.

Defined comprehensive UX patterns and style guidelines to ensure a seamless and cohesive experience, inclusive of content strategy, throughout TraceLink's extensive product suite and website.

Drove operational excellence within the R&D organization through the implementation of Agile practices, refinement of product specifications, and optimization of product requirements approach.

Established standardized API spec patterns and role/product naming guidelines, laying the groundwork for a more formalized product development framework and operational model.

Managed and directed 17 individuals and spearheaded global expansion within Product Management. Implemented inclusive hiring practices to promote diversity across the organization on a global scale.

Expanded a team of elite UX professionals, cultivating managers and strategists to drive innovation within the new Opus Platform.

Managed organization-wide KPIs, conducted performance assessments, and maintained oversight of a \$2.5 million departmental budget.

SPECIALITIES

Communications
Content Management
Content Strategy
Design Thinking
Design Systems
Double Diamond Design
Enterprise UX Design
Go-to-Market Execution
Information Architecture
Interaction Design
Localization
Multicultural Leadership
No-Code Design
Operating-at-Scale
Organizational Definition
Problem-Solving
Product Development
Product Leadership
Product Strategy
Product Operations
SAFe Agile & SDLC
Supply Chain
Systems Thinking
Team Building
Technical Documentation
User Research
UX Strategy
Visual Design



Director, Product Experience | 1.5 Years

Ushered the confluence of design and content to stimulate innovation, leading to high-quality products and better business outcomes through the company's expansion stage.

Led and inspired teams of UX and Technical Communication Leads/Managers from product discovery through delivery, ensuring successful execution of the team's strategy.

Curated and facilitated TraceLink's leadership boot camp, training leads/managers on successful management at TraceLink with a curriculum supporting actionable implementation of the company's core values.

Coordinated the identification, influence, and prioritization of opportunities for the greatest user and company impact.

Championed the value of UX and Technical Communications by effectively communicating with stakeholders across the business regarding key deliverables and positive customer outcomes and ensuring the integration into all processes and procedures.

Sustained and built healthy and effective design and writing teams through hiring, talent management, career development, and measurable contributions across the product.

Promoted a cross-functional design culture inclusive of Product Management, Engineering, Marketing, Customer Support, and Services.

Liaised with Product Management and engineering to shape current feature development and influenced future roadmap direction and execution.

Coordinated with Marketing on company rebrand strategy and successful implementation across the product suite and organization's collateral.

Established content and visual strategy for the new platform with Material Design and microcontent styles and standards while maintaining existing design patterns and content across 26 applications on the original platform.

Reported key performance metrics and analytics to executive management while driving design and content strategy.

Manager, Technical Publications and Interim User Experience Manager | 3 Years

Led as Chief Content Manager, Information Architect, and Content Designer across three Technical Communications teams, expanding content types to support API documentation, online help, contextual help, and company glossaries for the growing product suite.

Served as interim User Experience (UX) manager for 7 months, implementing the scrum framework to facilitate transparency of design deliverables and processes.

Guided the UX team through a transitional period of restructuring and process formalization within 6 months.

Provided comprehensive quarterly reporting on content and design activities, artifact statuses, key metrics, and analytics to executive management.

Established a content reuse and localization strategy, leveraging Madcap Flare's Global Linking feature, and revamped the company's terminology set within the product to enhance usability through UI copy.

Spearheaded Agile methodologies within Product Management and Engineering, optimizing the company's Software Development Life Cycle (SDLC) through centralized and streamlined Jira administration and traceable execution from product requirements to released software to meet GxP requirements.

Addressed design technical debt within 6 weeks, ensuring alignment with current standards and patterns across 5 solution areas (26 apps, 2 mobile). Maintained up-to-date design foundational resources, including style guides and Adobe libraries.

Formalized Technical Reviews within the Product Development Lifecycle (PDLC) to ensure documentation quality.

Developed an onboarding program to hire and cultivate talent from associate to senior level writers and designers, enabling rapid contribution within 2-4 weeks.

Expanded the documentation team from 2 to 9 writers over 4 years.

ACCOMPLISHMENTS

Scaled Agile Framework
Certified SAFe 6 Practitioner
2024

General Assembly
Certified UX Designer
2020

MadWorld Speaker Using
Madcap Flare to Create
Enterprise API
Documentation
2019

MadWorld Speaker
Localization Musts and the
Key to a Trusted Vendor
Relationship
2019

TraceLink, Inc. "WOW"
Award 2018

MadCap Software, Inc.
MadCap Advanced
Developer
2017

Scrum Alliance
Certified Scrum Master
2016

Amazon
Customer Connections
Fulfillment Center (C²FC)
2014

Salem State University
Graduated w/Distinction and
Summa cum Laude
2013

Salem State College
Summa cum Laude
2010

**North Shore Community
College**
Summa cum Laude
2008



Senior Technical Writer | 8 Months

First contributing technical writer amidst the company's transition from startup to early growth.

Migrated 150+ API messages into MadCap Flare from Excel.

Chief information architect for all API deliverables, establishing consistency across 15 API Guides.

Sole author of the company's asynchronous, SOAP, and REST API documentation, available in HTML5 and PDF.

Defined a scalable technical review process within the product organization that ensures quality content from startup through late-stage growth and expansion.

Amazon Robotics

Sep 2012 - Mar 2015

Technical Writer II | 1 Year 8 Months

Authored detailed domestic and international software and hardware documentation for both internal and external audiences, including Internal Release Summaries, Release Notes, API Guides, Hardware Safety Manuals, and User Guides, while ensuring regulatory and compliance standards.

Managed the delivery of over 228 technical publications annually for Kiva Systems and Amazon.

Developed and executed the Technical Publication's project roadmap, overseeing daily triage, metrics, and reporting to senior management.

Managed and monitored technical and peer reviews for each deliverable, ensuring adherence to deadlines and proactively re-prioritizing tasks when necessary.

Defined and implemented project management processes for the team, enhancing cross-functional communication through Jira.

Architected and implemented a Knowledge Management system to centralize information company-wide, fostering efficient collaboration and access to resources.

Managed the redesign of certain Customer Support processes and the Salesforce Portal, resulting in increased Salesforce traffic and a 24% decrease in holiday peak call volume.

Technical Writer | 11 Months

Wrote and maintained Release Notes and Hardware Manuals.

Partnered in team of three technical writers on proofing and editorials.

Liaised with Development, Quality Assurance, and Training on content authenticity.

EBSCO Information Services

Nov 2010 - Aug 2012

Discovery Solutions Coordinator (DSC) | 1 Year 1 Month

Spearheaded the DSC program as one of three initial coordinators for the company's flagship metadata-driven EBSCO Discovery Service (EDS) product.

Led successful trials and implementations for academic institutions and corporations, from Harvard University and BP International.

Branded and customized the product to leverage key features for both sales enablement and customer implementations.

Produced and refined customer-oriented assets including communication protocols, various project management templates, implementation guides, FAQs, and training materials.

Managed the team's SharePoint knowledge base, support documentation, and conducted department-wide knowledge-sharing sessions, encompassing internal processes and troubleshooting data to streamline customer communication and internal operations.

Technical Support Representative | 9 Months

Achieved top performance as the leading representative for first response time (FRT) and case resolution time, consistently delivering prompt and efficient support to enhance customer satisfaction.

Created comprehensive internal and external documentation including product specifications, setup/configuration procedures, and troubleshooting resources.

SKILLS & TECHNOLOGY

Documentation

API - Enterprise
API - REST
API - SOAP
Context-Sensitive Help
Hardware Manuals
Help Centers
Installation Guides
Knowledge Bases
Quick References
Retrofit Instructions
SOPs
User Guides
White Papers
Wikis

Design Artifact

Wireframes
Personas
Workflows
User Journeys / Flows
Mock Ups
Competitive Analysis
Sitemaps
Prototyping
Design Guide Specifications
User Stories, Features, Epics

Software

Adobe Suite - Basic
Confluence - Advanced
Figma Suite
Google Suite
Jira - Advanced
Litmos - Intermediate
Madcap Flare - Advanced
Microsoft Suite - Advanced
Proto.io - Intermediate
SharePoint - Advanced

Technical

CSS - Intermediate
HTML5
Javascript - Intermediate
XML - Intermediate

PORTFOLIO/WEBSITE

www.malsilva.com

