Mal Silva

Product Design & UX Executive | Design Operations | AI-First Enterprise SaaS | Cybersecurity & Global Life Sciences

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Summary

Product design and user experience (UX) executive who unifies people, process, and platform: turning fragmented enterprise products into one experience customers can use. Leads a 60+ person product design, research, content design, and product operations organization unifying more than a dozen cybersecurity products and services at Rapid7 (Nasdaq: RPD). Previously led design and content for TraceLink's Opus platform and Amadeus, its first generative AI assistant. 15+ years in B2B enterprise software and 10+ years leading design, research, content, and operations teams, including managers and directors.

Leadership scope: 60+ person global organization (Rapid7) | 26-person team across the US and India, including a Pune team built from scratch (TraceLink) | 52+ B2B products | 2 platform generations | 6 business units | full department budget ownership

Career arc: Support → Implement → Enable → Build → Transform → Unify, with leadership as the common thread. People, Process, Platform.

Skills

Design Leadership | Product Design | User Experience (UX) Strategy | Interaction & Visual Design Direction | Design Systems | Information Architecture | Object-Oriented UX (OOUX) & Data Modeling | AI-Native & Agentic UX | Generative AI | UX Research | Content Strategy & Content Design | Localization | Design Thinking | Design Operations (DesignOps) | Product Operations | Agile & SAFe | Org Design & Talent Development | Executive & Cross-Functional Alignment | B2B Enterprise SaaS | Regulated Industries (GxP, 21 CFR Part 11)

Professional Experience

Rapid7 | Boston, MA (hybrid) | Nov 2024 – Present

Nasdaq-listed cybersecurity company serving 11,500+ customers; $840M ARR (FY2025).

Vice President, Product Design & Operations | May 2026 – Present

Lead product design for Rapid7's platform and the product operations behind it: a 60+ person global organization spanning product design, research, content design, and product operations, across more than a dozen exposure management, vulnerability management, and detection and response products and services, including the Command Platform.

- Leading design-led unification of the platform in both experience and data: one object model, one navigation, and shared patterns across every product.
- Set design direction for AI in the product: agents treated as a new user type, AI patterns built into unified workspaces rather than bolted on, and an AI-first design system that people and AI tools can both build with.
- Ignited and sponsor Rapid7's move to an AI-infused, customer-first product development lifecycle, where AI widens discovery so teams spend more time with customers.
- Repositioning product operations from tool administration to decision support: the data, cadence, and tooling that make portfolio tradeoffs visible, with every program tied to a customer outcome.

Senior Director, Product Design | Nov 2024 – May 2026

Built the design organization behind Rapid7's platform unification.

- Delivered the shared platform experiences that make more than a dozen products feel like one to customers: unified object-based navigation (**88% feature retention in its first 30 days**), notifications, reporting, dashboards and analytics, user management, and global design patterns.
- Moved teams from UI-first to model-first design (OOUX, data modeling, personas, problem/solution statements, and a shared design system), breaking product silos and pulling discovery earlier and closer to customers.
- Made product design the first team in Rapid7 R&D to adopt AI, driving AI adoption across the design organization in research synthesis, prototyping, and content and UX writing.
- Built the design leadership bench through a major investment in new and existing leaders, growing content, design, and operations leaders from early leads to directors. **Moose Leadership Award (2026).**

TraceLink | Greater Boston, MA | Mar 2015 – Nov 2024

Digital supply network for global life sciences: 1,600+ customers and 291,000+ trading partners in 128 countries; credits its integrate-once model with $4.7B+ in customer savings (TraceLink, 2024).

Senior Director, Platform Products – User Experience | Nov 2023 – Nov 2024

Single-threaded owner of UX design and the UX Design Guild for Opus, TraceLink's metadata-driven, multi-enterprise, multi-tenant network platform; the Guild was the operating model for design quality and consistency across product teams.

- Chief design and content strategist for the Opus Magnum release (Sep 2024): led design and content teams through the no-code Opus Solution Environment and integrated reports and dashboards.
- Chief information architect and content strategist for Amadeus, TraceLink's first generative AI assistant, from conception to delivery (Oct 2024) with Marketing, combining documentation, marketing, and enablement in one conversational channel.

- Drove data-model clarity with architecture and engineering: the network's core objects (companies, partners, networks, processes) defined once and expressed consistently in navigation, workflows, and no-code tooling.
- Curated the five core personas that fed technical, services, and marketing materials and shaped TraceLink's company communication strategy.

Senior Director, Product Experience | Aug 2021 – Nov 2023

Led design and content through TraceLink's platform transition: 52+ B2B products, two platform generations, a team of 26 across the US and India, full department budget ownership, and six business units.

- Co-curated the executive vision for Opus and built the no-code design system that let product teams ship consistently on it, from incubation to production.
- Led the second-generation Opus experience: object-driven, network-first navigation that kept each user's company, partners, and networks in view, made the network's power visible in demos, and lifted prospect engagement.
- Ahead of the US DSCSA deadline, led a partner login and onboarding redesign for a global pharmaceutical manufacturer that cut onboarding support requests and increased successful partner data uploads.
- Co-led the scaled agile (SAFe) discovery behind TraceLink's 2023 investment in the shift; opened documentation from behind the login into cross-product help centers.

Director, Product Experience | Apr 2019 – Aug 2021

United UX, research, content, and documentation into one Product Experience team, grown from 17 to 26 across the US and India (including a Pune team built from scratch), to carry TraceLink to a new platform generation.

- During COVID-19, led design and content for the products TraceLink launched to keep medicines moving, including Serialized Product Intelligence, Supply Chain Issue Management, and Agile Process Teams, while growing the team remotely.
- Created the Experience Framework, putting product, design, and engineering on one definition process. The CEO's response: "we should be doing this for every product."
- Partnered with Marketing to carry the 2019 rebrand's visual design across the product suite, and ran TraceLink's leadership boot camp (The Five Dysfunctions of a Team, The Ideal Team Player, the three Ps of high-performing teams).

Manager, Technical Communications & User Experience | Nov 2015 – Apr 2019

Grew from Technical Publications Manager to leading technical communications and UX. TraceLink's product operations function, first design influence on the roadmap, and audit-first content strategy began here.

- Built the documentation function from 2 to 9 writers across three teams, integration-first, on a process that scaled from 2 projects in 2015 to 64+ by 2024; its segment- and persona-specific API documentation became part of TraceLink's own onboarding.
- Co-initiated TraceLink's Agile transformation under GxP and 21 CFR Part 11 and stood up the company's first product operations tooling and processes.
- Rebuilt release notes for how customers audit and validate each release, which improved customer audit results; set the content reuse and localization strategy.
- Restructured the UX team for the new platform, clearing design debt across 5 solution areas (26 apps, 2 mobile) in 6 weeks.

Senior Technical Writer | Mar 2015 – Oct 2015

Amazon Robotics (formerly Kiva Systems) | North Reading, MA | Sep 2012 – Feb 2015

Technical Writer II | Jul 2013 – Feb 2015 · **Technical Writer (contract)** | Sep 2012 – Jul 2013

- Redesigned support processes and the Salesforce support portal, cutting holiday-peak call volume by 24%; built a company-wide knowledge management system.

EBSCO Publishing | Ipswich, MA | Nov 2010 – Sep 2012

Discovery Solutions Coordinator | Jun 2011 – Sep 2012 · **Technical Support Representative** | Nov 2010 – Jul 2011

- One of three initial EBSCO Discovery Service coordinators, leading customer trials and implementations; top performer on first-response and resolution time in support.

Education & Certifications

Salem State University, Summa cum laude (2013, 2010) | North Shore Community College, Summa cum laude (2008)

Certified SAFe Practitioner, Scaled Agile (2024) | User Experience Design, General Assembly (2021) | Certified Scrum Product Owner, Scrum Alliance (2019) | MadCap Advanced Developer, MadCap Software (2017) | Certified ScrumMaster, Scrum Alliance (2016)

Awards & Speaking

Moose Leadership Award, Rapid7 (2026) | WOW Award, TraceLink (2018) | MadWorld 2019 speaker, two talks: enterprise API documentation and localization strategy