

Manny Da Silva

Senior HTML5 Display Ad Developer | Motion Designer | Creative Technologist

Temecula / Southern California | manny@mannydasilva.com | mannydasilva.com/portfolio | linkedin.com/in/mannydasilva73

PROFESSIONAL SUMMARY

Senior HTML5 Display Ad Developer and Motion Designer specializing in high-volume digital advertising production. Experienced in translating static creative into scalable animated campaigns using HTML5, CSS, JavaScript, GSAP and motion-design tools. Strong background working directly with designers, producers and creative directors to establish animation, production and technical standards while balancing creative intent, platform requirements, file-size limitations and delivery schedules. Experienced in building reusable production systems, optimizing creative assets and developing workflows that improve consistency and speed across large multi-size and multi-version campaigns.

CORE EXPERTISE

- HTML5 Display Advertising
- GSAP / GreenSock
- Asset & File-Size Optimization
- Photoshop / Illustrator
- Motion Design / Animation
- Creative Production Systems
- Production Automation
- Figma
- JavaScript / HTML / CSS
- Campaign Versioning
- After Effects
- Creative & Technical Consulting

PROFESSIONAL EXPERIENCE

The Shipyard

Front-End / HTML5 Display Ad Developer & Motion Designer | May 2021 - July 2026 | San Diego, CA

- Developed and animated large-scale HTML5 display advertising campaigns across standard and rich-media formats.
- Translated static creative concepts into production-ready animation systems while preserving creative intent across multiple sizes, versions and campaign requirements.
- Partnered with designers, producers, art directors and creative directors to determine animation approach, technical feasibility, scope and production requirements.
- Built reusable HTML/CSS/JavaScript and GSAP production frameworks to improve consistency and accelerate campaign development.
- Optimized imagery, animation and code to meet strict advertising-platform file-size and performance requirements.
- Developed production workflows supporting high-volume banner creation and campaign versioning.
- Provided technical guidance to creative teams regarding animation, display-ad specifications and efficient production approaches.
- Created and maintained production standards and documentation to improve reliability across the display-ad pipeline.
- Supported motion-graphics production using After Effects alongside HTML5 animation workflows.

Technologies: HTML5, CSS, JavaScript, GSAP, Photoshop, Illustrator, After Effects, Figma, command-line production workflows

Independent / Freelance Creative Development

Lead Designer / Developer | 2011 - Present | Southern California

- Deliver HTML5 animation, display-ad development, motion graphics and front-end creative production for agency and direct-client projects.
- Advise creative teams on technical feasibility, animation approaches, asset preparation and efficient production methods.
- Create reusable components and optimized production solutions for multi-size digital advertising campaigns.

EARLIER INTERACTIVE & FRONT-END EXPERIENCE

DefenseWeb Technologies, Inc. | Web Designer / Front-End Developer / Interactive Developer / 508 Compliance Specialist | 2010 - 2011

UI design for U.S. Army and Marine Corps websites; front-end development; interactive development; Section 508 accessibility standardization.

UCSD | Flash AS3 / Interactive Developer | 2010

Developed a configurable kiosk application with XML-controlled sections, templates, thumbnails, video and interchangeable graphics.

Callaway Golf | Interactive Media Developer | 2009

Developed updatable interactive web components and banner creative using design, programming, XHTML, CSS and XML.

Selected Agency & Freelance Projects | Interactive / Banner Developer | 2009 - 2012

Additional interactive-development, banner-animation, UI and kiosk work for agency and freelance clients.

EDUCATION

The Art Institute of California - San Diego

Bachelor of Arts (BA), Web Design & Interactive Media / Web Programming & Design, 2007 - 2009