

DYLAN DA SILVA

DESIGN-LED WEBFLOW DEVELOPER
& DIGITAL DESIGNER.

[PORTFOLIO >](#)

education/

2019 - 2022

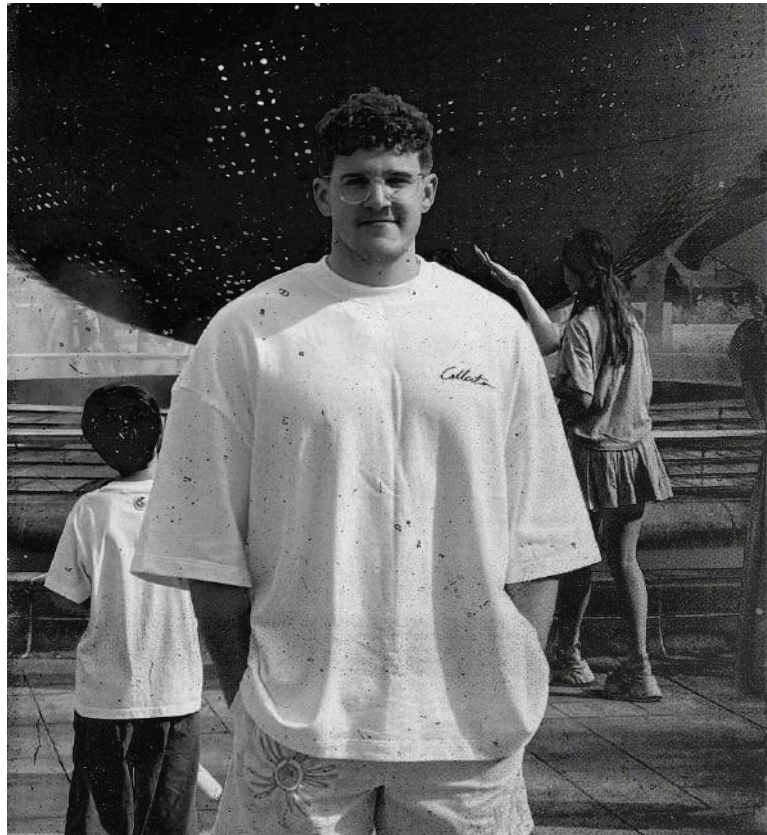
_OPEN WINDOW INSTITUTE
BA Degree in Interactive Development (Cum Laude)

2013 - 2017

_ELDORAIGNE HIGH SCHOOL
National Senior Certificate

personal-details/

_PRETORIA, SOUTH AFRICA
_FLUENT IN ENGLISH



about-me-profile/

I'm a designer who codes, a developer who obsesses over detail, and someone who got genuinely excited when AI made all of it faster and better.

I've spent 5+ years building for the web. From early experiments at Open Window, where I graduated Cum Laude and picked up a few awards, to production Webflow builds for real clients with real deadlines. Somewhere along the way I fell deep into design systems, GSAP animations, and figuring out how to make the Figma-to-Webflow pipeline feel less like a handoff and more like a flow.

These days I work with AI embedded into everything. Not because it's trendy, but because it genuinely makes the work sharper, the process smoother, and the output better. I care about sites that look good, load fast, rank well, and work for everyone who visits them.

Based in Pretoria, available remotely. When I'm not building, I'm gaming, playing padel or at the gym. Usually one to decompress from the other.



contact-details/

_LINKEDIN
_DYLAN@DYLANDASILVADIGITAL
_+27 71 333 6934

[PORTFOLIO >](#)

EXPERIENCE

> APRIL 2025 - 27 MARCH 2026 / REMOTE

role/_SENIOR DIGITAL DESIGNER & WEBFLOW DEVELOPER
company/_DEFIJN

At Defijn, I design and develop websites that do more than look good - they scale with brands, meet real user needs, and ship with personality. Working end-to-end in Figma and Webflow, I deliver responsive, WCAG-compliant, SEO-ready sites that are clean, consistent, and built to grow. AI is embedded into my workflow at every stage, from research and copy to design systems and automated Webflow builds via MCP.

What I did:

- Design custom websites in Figma from the ground up - on-brand, on-purpose, and built on scalable design systems
- From concept, website design, IA, UX direction, stylescape development, and process & handover documentation
- Built every site on Lumos so classes stayed consistent and easy to explain to other developers and editors
- Build production-grade Webflow sites with clean CMS structures, custom interactions, and smooth GSAP animations
- Integrate AI tooling across the full pipeline using Claude, Claude Code, and Cursor to accelerate design and development
- Automate workflows using Zapier, Wized, Xano, and custom Webflow logic to reduce friction and improve efficiency
- Ensure every build to and aimed to be WCAG 2.1 AA compliant and optimised for SEO from structure to metadata
- Push Webflow further using Finsweet Attributes, Client-First, Antigravity, and custom JS where needed

Clients include: Atlantis, DNL, yōjō, Lifecheq, Oakhills

> APRIL 2026 - PRESENT / REMOTE

role/_FREELANCE SENIOR DIGITAL DESIGNER & WEBFLOW DEVELOPER
company/_INDEPENDENT

After Defijn I went independent, working directly with businesses and alongside agencies as their Webflow partner. Some clients are new, some keep coming back, and every project runs from brief to launch through me.

What I do:

- Translate agency designs into production Webflow builds that match the brand down to the detail
- Design and build sites end to end in Figma and Webflow, from discovery and stylescapes through to launch
- Structure CMS collections so clients can manage teams, products and content without touching layouts, using CSV imports to migrate content in bulk
- Plan content-led sites built to rank in Google, AI search and LLMs, with SEO and AEO baked into the structure rather than added at the end
- Build custom interactions with GSAP, Swiper and custom JS, and fix third-party integration issues like Finsweet consent stacking bugs
- Work in Figma and Webflow through MCP and Claude to move faster from design to build
- Own the client side myself, including scoping, quoting, timelines and handover

Clients include: Supercoin, Archway, Skills Passport

> JUNE 2021 - APRIL 2025 / REMOTE

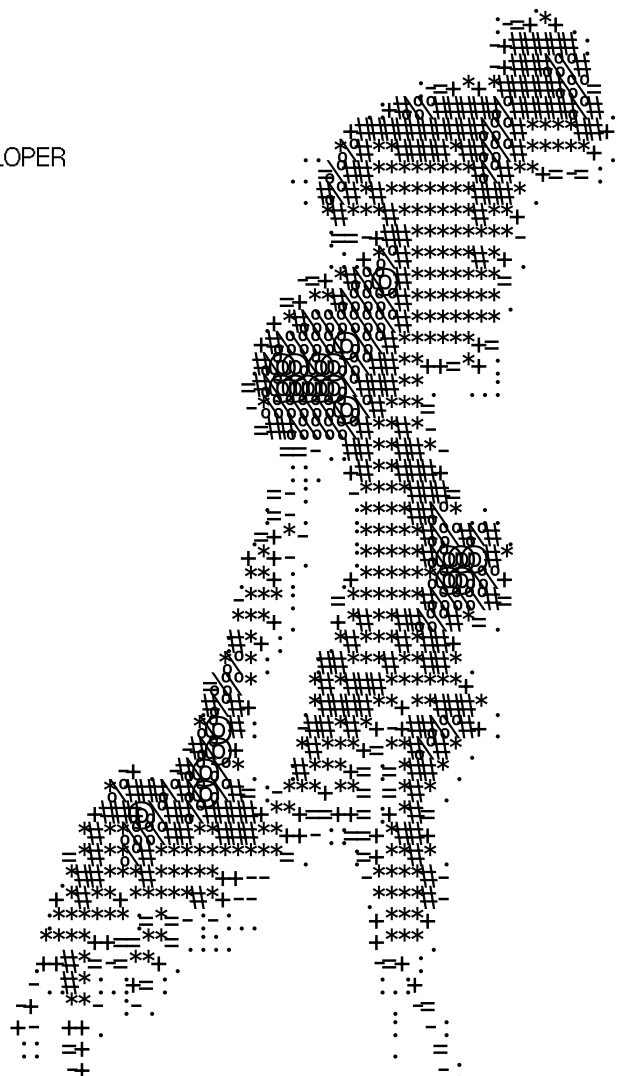
role/_SENIOR DIGITAL DESIGNER & WEBFLOW DEVELOPER
company/_JACK STUDIOS

At Jack, I owned the full end-to-end creative process across brand and digital - from initial research and concept development through to live Webflow builds. Over three and a half years I grew from executing briefs to leading projects independently, taking on project management responsibilities in my final six months.

What I did:

- Led end-to-end brand projects covering research, concept development, visual identity, and copywriting
- Designed and developed custom Webflow sites from scratch - responsive, WCAG-compliant, and built for scale
- Built and maintained scalable design systems across 50+ client brands, turning each brand into reusable components and templates rather than one-off pages
- Wrote website copy and UX content that balanced brand voice with clarity and conversion
- Managed projects end-to-end in my final six months - timelines, client communication, and delivery
- Collaborated across creative and development teams from kickoff to handoff

Featured Clients include: Dripcel, 80eight, Loop Taxi, Libex, Cloudline, Right Now Response, BeCause



PROOF

recommendations

person/_FRANCO LABUSCHAGNE

[view >](#)

person/_PAUL LOOTS

[view >](#)

awards

2020 / OPEN WINDOW INSTITUTE
_PANGOLINI AWARD
Most Innovative 2nd Year Project

2021 / OPEN WINDOW INSTITUTE
_PANGOLIN AWARD
Best Human-Centred Software

2021 / OPEN WINDOW INSTITUTE
_PANGOLIN AWARD
Best Front-End UI Development

2021 / OPEN WINDOW INSTITUTE
_TOP STUDENT AWARD

tool stack

FIGMA_ WEBFLOW_ FINSWEET (CLIENT-FIRST, ATTRIBUTES)_ LUMOS_
GSAP_ ZAPIER_ CHATGPT_ SEO TOOLS_ JITTER_ LOOM_ NOTION_
SCRIBE_ LOTTIE_ CLAUDE CODE_ CLAUDE_ MCP INTEGRATION_
XANO_ WIZED_ ADOBE PHOTOSHOP ILLUSTRATOR_

skills

DESIGN_ DEVELOPMENT_ AI_ FIGMA_ WEBFLOW_ GSAP_ CLAUDE_
CURSOR_ MCP_ WIZED_ XANO_ ZAPIER_ FINSWEET_ LOTTIE_ ADOBE
SUITE_ WCAG 2.1 AA_ SEO_ DESIGN SYSTEMS_ UI/UX_
PROTOTYPING_ RESPONSIVE_ CUSTOM CSS_ CUSTOM JS_

references

_SABEEHA BANUBHAI
sabeeha@jackstudios.co.za
+27 81 538 4371

_MICHAEL BARNARD
michael@defijnio
+27 79 308 3108

_ECKARDT KASSELMAN
eckardt@defijnio
+27 84 547 8800

contact-details/

[_LINKEDIN](#)
[_DYLAN@DYLANDASILVADIGITAL](#)
[_+27 71 333 6934](#)

[PORTFOLIO >](#)