



THIS IS ME

Are you thinking on the "what you want to do in the next 5 years" question? Come on! Ok, let's get serious. I think life is a beautiful and unexpected whole of moments and people. And we have the opportunity to learn from them.

I'm a social person, who loves a good talk, a good view, or just a good food on a lunch, or even better a bike ride.

Now I'm freelancing, but I have a strong desire to be part of a smart team and build big things. Looking for new places, Chile is awesome, but I'll be happy to go where you are.

SKILLS

USER EXPERIENCE DESIGN
INTERACTION & INTERFACE DESIGN
INFORMATION ARCHITECTURE
USER MODELLING
RESEARCH
USER TESTING
PROTOTYPING
VISUAL DESIGN
TYPOGRAPHY
HTML/CSS

SPANISH & ENGLISH (ORAL & WRITTEN)
OPEN MINDED, A LISTENER.
TEAM BUILDING AND COLLABORATION

EDUCATION

2008
SPECIAL MENTION IN BRANDING, CHAMPAGNAT UNIVERSITY
ARGENTINA.

2007
BACHELOR IN GRAPHIC DESIGN, CHAMPAGNAT UNIVERSITY
ARGENTINA.

COURSES & CONFERENCES

2016
EMOTIONAL DESIGN COURSE.
BY INTERACTION DESIGN FOUNDATION.

2015
GAMIFICATION COURSE.
BY INTERACTION DESIGN FOUNDATION.

MOBILE USER EXPERIENCE COURSE.
BY INTERACTION DESIGN FOUNDATION.

2014
USER TESTING COURSE. WEINSCHENK INSTITUTE LLC.
SAN FRANCISCO, UNITED STATES.

2012
UX CONFERENCE 2012 ARGENTINA
BUENOS AIRES, ARGENTINA.

2007 & 2009
TRIMARCHI INTERNATIONAL DESIGN CONFERENCE
BUENOS AIRES, ARGENTINA.

QUOTES & APPEARANCES

2014
"CREATIVE BUSINESS CARDS" BOOK
SENDPOINTS EDITORS, CHINA.

2012
"WEB DESIGN INDEX 10 BOOK" TRENDS IN WEB DESIGN
PEPIN PRESS, THE NETHERLANDS.

2011
"PSYCHOLOGY OF WEB DESIGN BOOK"
SMASHING MAGAZINE, GERMANY.

2010
"COLOR THEORY FOR DESIGNERS" (ARTICLE)
SMASHING MAGAZINE, FROM GERMANY.

AWARD NOMINEE
CSS DESIGN AWARDS, UK.

EXTRAS

WWW.CARDONIZER.COM
WWW.ONEXTRAPIXEL.COM
WWW.UNDERWORLDMAGAZINES.COM
WWW.WEBASTICA.COM

JOBS

(NANDO)
CHILE
WWW.FERNANDOSILANES.COM

2008 » NOW
NANDO IS THE PERSONAL BRAND OF FERNANDO SILANES.

{ CHARGE } ART DIRECTOR. PROJECT MANAGER. UI/UX DESIGNER

{ TASKS } UI/UX, ART DIRECTION, PROJECT MANAGEMENT, VISUAL DESIGN.

ACHIEVEMENTS
MORE THAN 60 BRANDING & DIGITAL PROJECTS. WEBSITES, APPS & MOBILE. LOGOTYPE & BRANDING.

SOME CLIENTS
SKIP BY UNILEVER
LOLLAPALOOZA, LG & CLARO
GIOSEPPO
NOI HOTELS
PACO GIL SHOES
CARMENCITA SPICES
JHAYBER

SOME PLACES
SPAIN, RUSSIA, UK, UNITED STATES, GERMANY, CHILE, ARGENTINA.

(INTERACTION DESIGN FOUNDATION)
INTERNATIONAL
WWW.INTERACTION-DESIGN.ORG

2016 » NOW
{ CHARGE } COACH

{ TASKS } SUPPORT STUDENTS ON THEORY AND PRACTICE.

ACHIEVEMENTS:
COMMUNICATION SKILLS IS ALWAYS IMPORTANT, THIS COULD BE APPLIED IN A TEAM OR OFFICE ENVIRONMENT. ALSO, IT'S ALWAYS GOOD TO KEEP A FRESH THEORY IN MIND.

{ DESIGNLAB }
SAN FRANCISCO, USA.
WWW.TRYDESIGNLAB.COM

2014 » NOW
DESIGN LAB IS A NEW WAY TO LEARN DESIGN & UX.

{ CHARGE } MENTOR (INTERACTION DESIGN & UX COURSES)

{ TASKS } SUPPORT STUDENTS ON THEORY AND PRACTICE.

{ SOCIO FABRICA }
SAN FRANCISCO, USA.
WWW.SOCIOFABRICA.COM

2014 » 2015
SOCIO FABRICA IS A DESIGN STUDIO BASED IN SAN FRANCISCO, A COOL ONE.

{ CHARGE } SENIOR VISUAL DESIGNER.

{ TASKS } UX DESIGN, USERFLOWS, WIREFRAMES AND USER INTERFACES.

ACHIEVEMENTS:
WORKING WITH A TALENTED TEAM. PUSHING DESIGN AND EXPERIENCES TO THE LIMIT. A LONG TIME DEDICATED TO ONBOARDING PROCESS.

{ ESPIRA TECNOLOGÍAS }
SPAIN.
WWW.ESPIRATECNOLOGIAS.COM

2009 » 2015
ESPIRA IS ONE OF THE MOST SUCCESSFUL WEBDESIGN AGENCIES FROM SPAIN.

{ CHARGE } DESIGN PARTNER

{ TASKS } ART DIRECTION, WIREFRAMES AND UX/UI DESIGN.

ACHIEVEMENTS:
MORE THAN 30 PROJECTS. INCLUDING CORPORATE WEBSITES & E-COMMERCE.

{ ZET }
SANTIAGO, CHILE.
WWW.ZET.CL

2011 » 2013
ZET IS A DESIGN AGENCY BASED IN SANTIAGO DE CHILE.

{ CHARGE } DIGITAL ART DIRECTOR & PROJECT MANAGER

{ TASKS } IMPROVE WORKFLOWS AND TEAM MANAGEMENT. REACH HIGHER DESIGN LEVELS. DESIGN USERFLOWS, WIREFRAMES AND INTERFACES FOR WEB, APP AND MOBILE.

ACHIEVEMENTS:
MORE THAN 10 BIG CORPORATE PROJECTS RELATED TO HOSPITALITY AND TOURISM INCLUDING IPAD APPS, MOBILE WEBSITES AND MORE. PRODUCT DESIGN (UI/UX).

{ BIGBRAND }
ARGENTINA.
WWW.BIGBRAND.COM.AR

2007 » 2008
BIG BRAND IS A BRANDING AGENCY BASED IN ARGENTINA.

{ CHARGE } GRAPHIC DESIGNER

{ TASKS } GRAPHIC & WEB DESIGN, CORPORATE IDENTITY.

ACHIEVEMENTS:
GREAT OFFICE EXPERIENCE. TEAM & WORKFLOWS KNOWLEDGE.

{ FOLLONIER BOOKS }
ARGENTINA.

2005
I WAS 18 YEARS OLD WHEN MY FIRST JOB ARRIVED. FOLLONIER BOOKS WAS A SMALL STUDIO DEDICATED TO CREATE EDUCATIONAL BOOKS FOR KIDS.

{ CHARGE } GRAPHIC DESIGNER

{ TASKS } GRAPHIC DESIGN, RESEARCH, EDITORIAL/PRINT DESIGN.

ACHIEVEMENTS:
FIRST OFFICE EXPERIENCE. FIRST CONTACT WITH PRINTING SYSTEMS.

ADDITIONAL INFO

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{ BIRTHDATE } 06.17.1986
{ CITY } SANTIAGO, CHILE.
{ TEL } +56 9 738 722 03

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{ SKYPE } FERNANDOSILANES
{ WEB } WWW.FERNANDOSILANES.COM
{ DRIBBBLE } WWW.DRIBBBLE.COM/FERNANDOSILANES