



## 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.UNDERWORLD MAGAZINES.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

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

{ E-MAIL } HELLO@FERNANDOSILANES.COM  
{ SKYPE } FERNANDOSILANES  
{ WEB } WWW.FERNANDOSILANES.COM  
{ DRIBBBLE } WWW.DRIBBBLE.COM/FERNANDOSILANES