

A Product Designer creating unique experiences.

Born in Argentina, 33 years ago. Now I live in Chile. I've worked as Visual/Interaction Designer, UX/UI Designer and Lead Designer for great people in Argentina, Chile, US, UK, Russia, Emirates and Spain. I've been working and learning, during 10 years of career, the best way to create digital experiences, thinking in users needs and business goals.

The other part of my life is related with UX/UI Design mentoring for the *Design Lab Academy* and the *Interaction Design Foundation*.

I was selected in 2017 in the Bridge Program by Designer Fund in San Francisco. <https://designerfund.com/bridge/>



EXPERIENCE

UX LEAD EVERIS (CHILE) JUN 2019 TO PRESENT	Leading 9 UX teams at Transbank, mobile Apps and web products.
UX/UI DESIGNER EVERIS (CHILE) FEB 2018 TO MAY 2019	UX and UI of Transbank's new customer dashboard.
UX/UI DESIGNER PROTOTYPE INTERACTIVE (EMIRATES) SEP 2015 TO PRESENT (PART-TIME)	Visual design and IxD. Web and Mobile apps.
DESIGN COACH INTERACTION DESIGN FOUNDATION (GLOBAL) SEP 2016 TO PRESENT	UX and UI Design Coach. https://www.interaction-design.org/fernando-silanes
DESIGN MENTOR DESIGNLAB (GLOBAL) JUL 2014 TO PRESENT	UX Design Academy and Interaction Design Mentor. http://trydesignlab.com/fernandosilanes/
UX/UI DESIGNER SOCIALAB (CHILE) NOV 2016 TO FEB 2018	UX and UI of challenges platform. Product Lead and Designer of Essentials (e-learning platform).
SENIOR VISUAL DESIGNER SOCIO FABRICA (US) NOV 2014 TO SEP 2015	UX and UI of the NTT Security Report (Six Communicator Award). UX of Nicho App.
UX/UI DESIGNER ESPIRA (SPAIN) SEP 2016 TO PRESENT	Art Direction, UX and UI Design. More than 30 Web & Ecommerce projects.
FOUNDER & DIRECTOR UX LAB (CHILE) MAR 2013 TO DEC 2014	Founder and Director of UX Lab. https://tryuxlab.com/
ART DIRECTOR & UX/UI DESIGNER ZET (CHILE) SEP 2011 TO MAR 2013	Art Direction, UX and UI Design. Web & Mobile projects. http://www.zet.cl
VISUAL DESIGNER MINAMI (ARGENTINA) FEB 2008 TO JUN 2009	Visual design and IxD. Web Apps. http://minami.digital

FORMAL LEARNING / EDUCATION

USER TESTING (US) 2014	Weinshenk Institute (San Francisco)
DEGREE IN BRANDING (ARGENTINA) 2008 TO 2009	Champagnat University
DEGREE IN VISUAL DESIGN (ARGENTINA) 2004 TO 2008	Champagnat University

KNOWLEDGE

UX DESIGN	Research, interviews, user journey, empathy maps, user persona, user testing, usability, wireframes, userflows and maps, analytics.
UI & VISUAL DESIGN	Visual, interface and interaction design, prototyping, responsive web and mobile apps.
AGILE PRODUCT DESIGN	SCRUM, Kanban, Google sprint and custom agile methodologies.
WORKSHOPS	Design thinking, ideation and product design.
BONUS	Spanish & English (oral & written). Open minded, a listener, an apprentice. Team lead.

ACHIEVEMENTS & APPEARANCES

SELECTED DESIGNER BRIDGE PROGRAM (US)	Selected Designer for the Bridge Program by Designer Fund in San Francisco, 2017. https://designerfund.com/bridge
COMMUNICATOR AWARD (US)	Winner Mobile Business Site. NTT Online Report. http://sociofabrica.com/news-views/sociofabrica-wins-six-communicator-awards/
CREATIVITY AWARD (US)	Silver Winner Responsive Website. NTT Online Report. http://creativityawards.com/?submission=sociofabrica-gives-new-life-global-threat-intelligence-report
WEB DESIGN INDEX 10 BOOK	Listed in the Pepin Press book. https://www.amazon.in/Web-Design-Index-10-Various/dp/9057681587
PSYCHOLOGY OF WEB DESIGN BOOK	Listed in the Smashing Magazine Book. https://shop.smashingmagazine.com/products/psychology-of-web-design-1
COLOR THEORY FOR DESIGNERS ARTICLE	Listed in the Smashing Magazine Article.

HAPPY CLIENTS

TRANSBANK (CHILE)
NTT SECURITY (US)
SKIP/UNILEVER (ARGENTINA)
LG & LOLLAPALOOZA
GIOSEPPO (SPAIN)
NICHOS APP (US)
PROTOTYPE AGENCY (EMIRATES)
NAMASTE GAMES (UK)
CARMENCITA SPICES (SPAIN)
EATME! APP (RUSSIA)
PACO GIL (SPAIN)
BASE APP (US)