

A Product Designer creating unique experiences.

Born in Argentina, 36 years ago. Now I live in Chile. I've worked as UI and UX Designer, Product and Lead Designer for great people from San Francisco, London, Moscow, Dubai, and Barcelona. I've been working and learning, during 14 years of career, the best way to design digital experiences, thinking in users needs and business goals.

The other part of my life is related with Product Design mentoring for the *Interaction Design Foundation*.

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



EXPERIENCE

SENIOR PRODUCT DESIGNER EVERNOTE (US) OCT 2020 TO PRESENT	Lead Designer in the Actions zone, in charge of the new Tasks feature for mobile and desktop apps.
UX LEADER EVERIS (CHILE) FEB 2018 TO OCT 2020	UX Leader for Transbank, in charge of the UX team leadership for the Customers Platform (Desktop and Mobile App), the Digital Wallet and OnePay (QR payments).
SENIOR PRODUCT DESIGNER PROTOTYPE INTERACTIVE (EMIRATES) SEP 2015 TO 2020	Product design for Web and Mobile apps.
DESIGN COACH INTERACTION DESIGN FOUNDATION (GLOBAL) SEP 2016 TO PRESENT	UX Design Coach. https://www.interaction-design.org/fernando-silanes
DESIGN MENTOR DESIGNLAB (GLOBAL) JUL 2014 TO DIC 2021	UX Design Academy and Interaction Design Mentor. http://trydesignlab.com/fernandosilanes/
SENIOR PRODUCT DESIGNER SOCIALAB (CHILE) NOV 2016 TO FEB 2018	UX and UI of the Socialab platform. Product Design of Essentials (e-learning platform).
PRODUCT DESIGNER SOCIO FABRICA (US) NOV 2014 TO SEP 2015	UX and UI of the NTT Security Report (Six Communicator Award). UX of Nicho App.
PRODUCT DESIGNER ESPIRA (SPAIN) 2009 TO 2015	UX and UI Design. More than 30 Web & Ecommerce projects.
FOUNDER & DIRECTOR UX LAB (CHILE) 2013 TO 2014	Founder and Director of UX Lab. https://tryuxlab.com/
UX DESIGN LEADER ZET (CHILE) 2011 TO 2013	Lead the UX Design Team. Design for Web & Mobile projects. http://www.zet.cl
VISUAL DESIGNER MINAMI (ARGENTINA) 2008 TO 2009	Visual design and IxD. Web Apps. http://minami.digital

FORMAL LEARNING / EDUCATION

CONTENT STRATEGY POSTGRADUATE DIPLOMA 2021	Universidad Católica de Valparaíso (Chile)
USER TESTING COURSE (US) 2014	Weinshenk Institute (San Francisco)
DEGREE IN BRANDING (ARGENTINA) 2008 TO 2009	Champagnat University
BACHELOR OF 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 and interface design, prototyping, responsive web and mobile.
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 building and collaboration.

ACHIEVEMENTS & APPEARANCES

SELECTED DESIGNER BRIDGE PROGRAM (US)	Selected Designer for the Bridge Program by Designer Fund in San Francisco, 2017. https://designerfund.com/bridge
SIX COMMUNICATOR AWARD	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-Variou/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 PROJECTS

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