Fernando Pena de Faria Filho

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*Online portfolio / website: https://**fernandopena.ca***

Senior Product Designer with a strong background in UX/UI, research, and experimentation. I have over 10 years of experience designing and evolving complex digital products, working closely with cross-functional teams to deliver user-centered, data-driven solutions. My background spans product design, branding, and web development, with recent expansion into videographing and digital compositing.

CORE SKILLS

Product Design (UX/UI), User Research & Usability Testing, A/B Testing & Experimentation, Information Architecture, Wireframing & Prototyping, Design Systems.

TOOLS

Figma, Axure, Adobe XD, Photoshop, Illustrator, InDesign, Final Cut Pro, DaVinci Resolve, Premiere, Nuke

EDUCATION

Bachelor's degree in Graphic Design
2007 – 2015: Universidade Federal do Espírito Santo (UFES) – Federal University of Espirito Santo
Vitória, ES – Brazil

EXPERIENCE

Mar 2020 - Present: Senior Product Designer
Aylo | Montréal, QC - Canada

UX research and A/B testing initiatives to inform product decisions and improve user engagement; Design and ship new features for large-scale, in-house platforms used by millions of users; Collaborate closely with product managers, engineers, and stakeholders in cross-functional teams; Create wireframes, interactive prototypes, and high-fidelity designs; Create new sites and redesign of existing ones; Design marketing assets and promotional banners aligned with product strategy.

Feb 2020 – Apr 2020: Graphic Designer
Valsoft Corporation | Montréal, QC - Canada

Temporary contractor for design freelancer services: Design promotional newsletters, logos and overall graphic design material (digital and print).

Jan 2012 – Jul 2019: Lead Graphic Designer
FACTO/Ifes | Vitória, ES - Brazil

In charge of the entire design process from conceptualization to execution; Developed and managed a responsive, user-friendly website using the WordPress CMS platform, from initial design concepts to final deployment and continuous tweaks; Conducted user research and A/B testings; Created marketing campaigns and educational material.

ADDITIONAL EDUCATION

Advanced Compositing for VFX (2023)
Rebelway

Foundations of User Experience Design (40h) (2021)
Coursera - Google Certificate

*Visit my linkedin profile: **https://www.linkedin.com/in/fernando-pena-faria/***