

# FELIPE GHENO

Product Designer | UX UI | Interaction design + Ethics

CONTACT	WORK EXPERIENCE
<p>felipepletz@gmail.com</p> <p>+351 910 478 590</p> <p>felipepletz.com</p>	<p>CODACY</p> <p>May 2022 - Present   Lisbon, PT   <a href="https://codacy.com">codacy.com</a></p> <p>Product designer at Codacy, the DevOps platform, in the quality squad, designing and testing to improve the experience between engineers and their code quality. I am also the designer responsible for improving the design system with a big challenge: merging their 2 design systems into one to create a unified user experience among the products.</p>
EDUCATION	
<p>I A D E</p> <p>Masters</p> <p>INTERACTION DESIGN</p> <p>Portugal - 2021</p>	<p>D E F I N E D . A I</p> <p>Oct 2019 - Apr 2022   Seattle US - Lisbon PT   <a href="https://defined.ai">defined.ai</a></p> <p>Product designer for the speech/conversational technology, researching, designing and testing for human-to-human, human-to-machine interactions and IVR (Interactive Voice Response). Lead Visual Product Designer, responsible for design and guide the team according to the integration of Defined.AI Design System, UX and product requirements.</p>
<p>U F S C</p> <p>University of Santa Catarina</p> <p>BA - VISUAL DESIGN</p> <p>Brazil - 2016</p>	<p>P U B L I C H E S S T E C H - S C O N D</p> <p>Sep 2018 - Aug 2019   Florianópolis, BR   <a href="https://scond.com.br">scond.com.br</a></p> <p>UX/UI for Scond - Building Management App. I've conducted research and interviews, developed personas, user journeys, wireframes, usability tests and delivered the final designs. I've worked directly with POs, developers and marketing team.</p>
<p>S T A N D F O R D</p> <p>Stanford University</p> <p>DESIGN THINKING LAB</p> <p>Brazil/US - 2013</p>	<p>E V O L V E C R E A T I V E L O N D O N</p> <p>Sep 2016 - Sep 2018   London, UK   <a href="https://evolvecreative.london">evolvecreative.london</a></p> <p>Visual and communication design, packaging and digital presentations for national and international clients such as London School of Tropical Medicine, Indo-European Foods, Emami Group and CavinKare. Organization of projects, creation of digital library, presentation of projects and management of teams.</p>
<p>U N I S U L</p> <p>University of South of Santa Catarina BA -</p> <p>VISUAL COMMUNICATION</p> <p>Brazil - 2006</p>	<p>E S C R I T Ó R I O D E S I G N</p> <p>May 2008 - May 2016   Florianópolis, BR   <a href="https://escritoriodesign.com">escritoriodesign.com</a></p> <p>Strategic and visual design for different projects from print (packaging, point of sale materials, magazines, etc.) and digital (websites, banners and digital marketing).</p>
<p>L E H S</p> <p>Little Elm High School</p> <p>HIGH SCHOOL SENIOR</p> <p>Texas, USA - 2001</p>	

## LANGUAGES

FLUENCY: Portuguese | English

READING: Italian | Spanish

## TOOLS

Figma, Sketch, XD, Illustrator, Photoshop, Indesign, Invision, Powerpoint, Excel, Typeform, Miro

