

FELIPE GHENO

Product Designer | www.felipepletz.com

CONTACT	WORK EXPERIENCE
<p>felipepletz@gmail.com</p> <p>+351 910 478 590</p> <p>felipepletz.com</p>	<p>DEFINED CROWD AI</p> <p>Oct 2019 - Present Seattle US - Lisbon PT definedcrowd.ai</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 guiding the visual design team according to the integration of Design System, UX and product requirements.</p>
EDUCATION	
<p>I A D E</p> <p>Masters INTERACTION DESIGN Portugal - 2021</p>	<p>G F I I N F O R M A T I Q U E</p> <p>Ago 2019 - Sep 2019 Lisbon, PT gfi.world</p> <p>UX/UI for consultancy projects, I was involved redesing GALP's intranet. I've conducted user interviews and designed flows for the project.</p>
<p>U F S C</p> <p>Federal University of Santa Catarina - BA - DESIGN 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 scond.com.br</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>Standford University DESIGN THINKING LAB 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 evolvecreative.london</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 - Social Communications - ADVERTISING Brazil - 2006</p>	<p>G 2 E - E N T R E T E N I M E N T O</p> <p>May 2015 - May 2016 Florianópolis, BR therotfather.com</p> <p>Strategy design, branding and visual design for The Rotfather multimedia project with 2 animated series, PC Game, comic books, books, card and board games. Team formed by 40 people, among Designers, Developers, Illustrators, musicians, among others.</p>
<p>L E H S</p> <p>Little Elm High School High School Senior Texas, USA - 2001</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 escritoriodesign.com</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>

LANGUAGES

FLUENCY: Portuguese | English

READING: Italian | Spanish

TOOLS

Figma, Sketch, XD, Illustrator, Photoshop, Indesign, Invision, Powerpoint, Processing, Typeform

