Vincent Pestana

Product Designer / Design, data and AI-assisted delivery

Cape Town, South Africa · Remote preferred; open to hybrid

Portuguese and South African citizenship

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Product designer with eight years of experience turning complex information and business problems into practical digital experiences. Combines visual design, data analysis and AI-assisted implementation to investigate gaps, develop plans and deliver solutions across product and marketing. Work spans consumer health apps, ecommerce and an independently built photography product with paid customers.

EXPERIENCE

3X4 Genetics / Product Designer

August 2019–Present

- **Consumer health app.** Sole product designer for an iOS and Android app launched in June 2025. Translated the Blueprint genetic report into an educational, engaging mobile experience for direct-to-consumer customers.
- **Personalised guidance.** Designed the Genes First Plan experience, presenting three lifestyle, three supplement and three nutrition recommendations based on a user's genetics in a static plan for day-to-day reference.
- **Shopify website rebuild.** Owned the complete visual rebuild, AI-assisted implementation, optimisation, QA and launch on 9 September 2026. Retained existing content, reduced unnecessary site complexity and completed QA across more than 190 pages.
- **Marketing funnel analysis.** Used AI to analyse data from multiple marketing platforms and map the customer journey. Identified gaps in education and purchase motivation; developed a prioritised improvement and measurement plan, now being implemented.

SPACE Agency / Digital Designer

August 2018–August 2019

Designed digital experiences and visual systems across branding, web and content. Collaborated with account managers and creative teams to deliver client work against briefs and timelines.

INDEPENDENT PRODUCT

Simul / Film-inspired camera and photo editor

Designed and built a mobile photography app for iOS and Android, bringing the product from concept to its first paid sale. Work spans the camera, editing and export experience, paid unlock, release workflows and product analytics, alongside ongoing acquisition experiments.

CAPABILITIES AND TOOLS

Interaction and visual design · Information architecture · Design systems · Prototyping · Customer journey and funnel analysis · Cross-functional problem solving · AI-assisted research, implementation and QA

Figma · Shopify · HTML and CSS · Python automation · Claude Code · ChatGPT

EDUCATION

Open Window / BA in Film Arts (Cinematography) / 2015–2017