Vincent Pestana

Product Designer | Consumer apps, complex systems and end-to-end delivery

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

South African and Portuguese citizen · 30 days notice

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I am a product designer with eight years of experience turning detailed information into useful digital products. I work across information architecture, interaction design, visual systems and implementation, and I stay close to data and delivery. At 3X4 Genetics, I am the sole product designer for a live iOS and Android health app. Independently, I have designed, built and shipped three apps to the App Store, including Simul, which is also on Google Play and has paying customers.

EXPERIENCE

3X4 Genetics / Product Designer

August 2019 to Present

- **3X4 Health app.** Sole product designer for the iOS and Android product launched in June 2025. Turned the Blueprint genetic report into an educational mobile experience for direct-to-consumer customers.
- **Genes First Plan.** Designed a focused plan that helps customers use personalised food, supplement and lifestyle guidance based on their genetic results.
- **Shopify design system.** Redesigned and rebuilt more than 190 pages. Owned the visual system, implementation, optimisation, QA and launch on 9 September 2026.
- **Customer journey work.** Combined data from several marketing platforms to map the journey, identify education gaps and create a prioritised improvement and measurement plan.

SPACE Agency / Digital Designer

August 2018 to August 2019

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

INDEPENDENT PRODUCTS

Simul / Film-inspired camera and darkroom

Designed the product, brand, interface and website, then used AI-supported development to build and release it on iOS and Android. The work covers camera, editing, export, paid unlock, release QA and product analytics. In the 90 days to 16 September 2026: 170 App Store downloads and 14 in-app purchases.

Also shipped solo to the App Store: The Sound Lounge (music discovery) and Momento (voice, photo and text journaling).

PRODUCT DESIGN CAPABILITIES

Information architecture · Interaction design · Visual systems · Mobile product design · Prototyping · Ecommerce · Product analytics · Implementation QA

Figma · Shopify · HTML and CSS · PostHog · App Store Connect · Python automation · Claude Code · Codex

EDUCATION

Open Window / BA in Film Arts, Cinematography / 2015 to 2017