Vincent Pestana

Product Operations and Growth Strategy | Funnel analysis, systems and delivery

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

South African and Portuguese citizen · 30 days notice

vincentpestana.work/portfolio/operations · vjfpestana@gmail.com · +27 71 672 0163

linkedin.com/in/vincent-pestana

I help product and growth teams turn unclear problems into structured plans and delivered work. I have eight years of experience across product design, ecommerce and marketing, including seven years at 3X4 Genetics. My work includes analysing customer journeys, identifying business gaps, rebuilding large digital systems and carrying solutions through implementation and QA. I use AI to speed up research and delivery while keeping decisions grounded in evidence.

EXPERIENCE

3X4 Genetics / Product Designer

August 2019 to Present

- **Growth strategy and funnel analysis.** Combined data from several marketing platforms, mapped the customer journey and identified gaps in education and purchase motivation. Created a prioritised improvement and measurement plan that is now being implemented.
- **Ecommerce system and delivery.** Redesigned and rebuilt more than 190 Shopify pages. Managed the visual system, AI-supported implementation, optimisation, QA and launch on 9 September 2026.
- **Product and customer judgement.** Sole product designer for the iOS and Android 3X4 Health app launched in June 2025. Turned a detailed genetic report into a product customers could navigate and use.
- **Personalised guidance.** Designed the Genes First Plan, which organises food, supplement and lifestyle actions around each customer's genetic results.

SPACE Agency / Digital Designer

August 2018 to August 2019

Worked across branding, web and content with account managers and creative teams. Turned client briefs into deliverables and managed work against timelines.

INDEPENDENT PRODUCTS

Simul / Film-inspired camera and darkroom

Owned the product, brand, interface, website, release QA and acquisition journey for an iOS and Android app. In the 90 days to 16 September 2026, 415 App Store product page views became 170 downloads and 14 in-app purchases; I use that funnel, with PostHog and store data, to decide what to change next.

Also shipped and run solo on the App Store: The Sound Lounge (music discovery) and Momento (journaling).

OPERATIONS CAPABILITIES

Customer journey analysis · Funnel diagnosis · Prioritisation · Ecommerce systems · Cross-functional problem solving · Delivery planning · Implementation QA · Measurement planning

PostHog · App Store Connect · Google Play Console · Meta Ads Manager · Shopify · Figma · Notion · Python automation · Claude Code · Codex

EDUCATION

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