

Fernando Andrino Weno

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Objective

Create meaningful ideas, inspire people and contribute to team's development.

Relevant Skills

Graphic facilitation / Visual thinking.
Adaptability to multiple roles at work groups.
360° problem-solving mindset.

Education

Hyper Island

Interactive Art Director 2012 program, Jul 2011 to Jun 2012
Developed idealization, planning, prototyping and production for several cases, while I experienced the "learning by doing" method for leadership and team management.

Senac São Paulo

Postgraduate in **Interactive Media**, Feb 2005 to Jun 2006
Research based on digital art, HCI, games, storytelling. Final thesis focused on relationships between collaborative systems and tag systems for online tools.

Anhembi Morumbi University – São Paulo

Bachelor of Communication – Editorial Production, Jan 1998 to Dec 2001
Studied editorial process applied to printed and digital media.

Technical in **Industrial Graphic Design** – Senai Theobaldo de Nigris, Feb 1996 to Dec 1996
Technical high school in **Data Processing** – ETE São Paulo, Feb 1993 to Dec 1995

Experience

Head of UX

Versão Beta Projetos e Ideias (Set 2012 to Jan 2014)
Graphic facilitation with massive use of design thinking tools in order to develop digital solutions.
Research and concept plans for digital campaigns, e-commerce and service design.

Interactive Art Director Intern

Konstellation (Copenhagen, Denmark - (Mar 2012 to Jun 2012)
Graphic facilitation during some pitches with agency's creative directors.
Visual concepts for video footage (storyboard, 2D animation effects) and print.

Professional illustrator/Owner

Weno Ilustração & Design (Weno illustration & Design – since Jun 2009)
Illustration and art direction for advertising agencies. Design of products for children (board games, patterns for clothes, educational animation). E-learning courses for companies.

E-learning producer and designer

Senac São Paulo – Feb 2002 to Jun 2009
Managed the production team attending corporative clients and in-house projects.
Developed e-learning courses through several phases: user research for pedagogical approaches, character design, game structures, animation and quality assurance.

Other Experience / Interests

- Clown/volunteer work: since 2003 I've been studying clown's language focused on improvisation, where I practice visiting hospitals on weekends.
- Passionate about online communities, experimental projects, people behavior, animation and service design.
- Compulsive sketcher.