Renon Pena de Sá

UX Lead & Senior Product Designer

Digital product designer with 22+ years of experience, focused on creating scalable design systems and user-centered solutions. I have extensive expertise in banking, fintech, and branding, delivering high-quality experiences that impact millions of users. In addition to leading design teams, I have restructured critical user journeys for financial products and have experience as a professor, sharing UX and design knowledge with future generations.

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linkedin.com/in/renonpena

UX Portfolio
renonpena.com.br

Branding Portfolio
ellaform.com.br

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+55 61 98274-5663

Work experience

UX Lead & Senior Product Designer

Capgemini, June 2021 – Present

- Led UX teams for major financial institutions.
- Developed scalable and consistent design systems for web and mobile.
- Conducted user research, A/B testing, and optimized design solutions.
- Collaborated with business teams to align design strategies with corporate goals.
- Redesigned key financial management, account, and marketplace flows with user-centered design.

Founder & Creative Director

Ellaform, July 2016 – June 2021

- Led the creation of visual identities and digital platforms for large companies.
- Developed scalable design systems, branding, and editorial projects.
- Created innovative solutions for clients such as Caixa Econômica Federal and GWX Investimentos.
- Led the graphic redesign of four daily newspapers, including Jornal de Brasília, which was recognized at the *12th Brazilian Graphic Design Biennial in 2017*.

Graphic Design and Advertising Professor

Uniplan, February 2020 – July 2022
UDF, February 2017 – February 2019

- Taught graphic design, visual identity, and digital design courses to over 300 students, guiding interdisciplinary projects that integrated theory and practice.
- Provided mentorship in design and research, enhancing students' technical skills and preparing them for challenges in the job market.

Education & Learning

Master's Degree in Design (Information and Interaction Design)

University of Brasília (UnB), 2014 - 2016

- Dissertation: *"Information Design Principles Applied to Newspaper Websites: A Case Study of O Globo's Website."*

Bachelor's Degree - Graphic Design

Federal University of Espírito Santo (UFES), 2002 - 2007

- Graduation Project: *"New Graphic Design for A Tribuna Newspaper."*

Certifications and Courses

- **StartSe:** Artificial Intelligence and Prompt Engineering.
- **USP:** UX / UI: Fundamentals of interface design.
- **Google:** High-Fidelity Designs and Prototypes in Figma.
- **Meiuca:** Design System Specialist.
- **Alura:** UX Writing: Writing for Users.
- **Brandster Courses:** Advanced Brand Management, Brand Building and Planning, Branding and Positioning Strategies, Type Design Applied to Brand Design, Naming Like a Pro.

Skills

- **Design:** Wireframing, Prototyping, Visual Design, Information Architecture, Interaction Design, UX Writing, Design Systems.
- **Research:** User Interviews, Usability Testing, A/B Testing, Competitive Analysis, Journey Mapping.
- **Soft Skills:** Team Leadership, Problem Solving, Communication, Agile Project Management, Remote Collaboration.
- **Tools:** Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Miro.