
FRAN PISTOIA

Product Designer Intern

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PROFILE

Dedicated junior product designer looking for an internship opportunity. After years performing architecture roles, **I realized I could do more for communities by designing digital products and user experiences that would help and please them.** That was my main motivation to study UX and Product Design.

To expand my understanding about user experience, I took remote classes from OCAD University Toronto, and I am now finishing the Google UX Design Professional Certificate. Prior to moving to Canada in 2018, I ran my own interior design business in Brazil. As an entrepreneur who prospected my own clients and projects, **I became comfortable empathizing with clients to effectively solve their problems through design.**

SKILLS

- Highly empathetic, eager to expand my interaction design and user testing skills
 - Comfortable using **Figma, Adobe XD, Adobe Creative Suite, and Balsamiq**
 - Strong wireframing, prototyping, and mockup design skills - [see work samples here](#)
 - **Strong understanding of design principles** (due to my architecture background)
 - Proactive and highly organized - I work well independently and within a team
 - **Solid and effective decision-maker when working in fast-paced environments**
 - Love to collaborate with team members, and to share design ideas with them
 - Over 3 years working in Canada in customer-focused roles
 - Fluent in English; Native Portuguese speaker
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WORK EXPERIENCE

HENDERSON RESOURCE GROUP

SUSTAINABLE ARCHITECTURAL PRODUCTS REPRESENTATIVE

SEPTEMBER 2019 - JULY 2021

- Enhanced my **empathy skills** while I was performing this role so that I could solve customers' product order issues in a smooth and creative way
- Promoted and represented American and Canadian sustainable architectural product lines in Ontario
- Worked closely with the manufacturers' Product Team and reported **customers' behaviours and needs** when navigating the manufacturers' website

- Presented products educational seminars in-person and virtually to anyone interested in specifying and purchasing our products (mostly architects, interior designers, construction managers, contractors, students, and architecture project stakeholders)
- Empathized with customers and, **in collaboration with the Product Team**, came up with sales strategies and product design customization to meet customers' project needs
- Answered any questions and inquiries about the products I represented in less than 24h (via phone, email, and virtual meetings)
- Kept our Salesforce database updated so stakeholders could check projects status

CUSTOMER CARE - GUEST AGENT | MERE HOTEL

WINNIPEG, MB, CANADA | AUGUST 2018 - MARCH 2019

- Checked guests in and out of the hotel, processed payments, issued invoices/ receipts
- Worked under pressure in a fast-paced environment, answering multiple calls a day, making reservations through the hotel software, replied emails within 24 hours (or less)
- Assisted travel agents making reservations through Expedia, Trivago platforms

FP ARCHITECTURE

ARCHITECT AND BUSINESS OWNER – FEBRUARY 2017- FEBRUARY 2019

- Designed corporate, commercial and residential projects from start to finish
- Discussed interior design concepts with clients and came up with insights about their behaviours, needs, and goals that led my designs
- Prospected clients, managed and coordinated space renovations and services

EDUCATION

GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE

Completed 6 out of the 7 courses - Currently designing a responsive website

OCAD UNIVERSITY TORONTO - MICRO-CERTIFICATE

Design of User Experience and User Interface, July 2021 - October 2021

FAU MACKENZIE, SAO PAULO, BRAZIL

- Architecture and Urbanism, 2011-2015