



vilmar pellisson

Product & Design

I am a multidisciplinary Product Design Lead with expertise in Lean UX, UI design, and branding. I help companies unpack problems, test ideas, and take product design solutions from 0 to 1.

My design journey started along with the advance of the internet. During this time I have worked with startups, tech companies, global media organisations, and blue-chip brands at creative agencies in five different countries. I have tackled a wide range of design projects across many sectors, teamed up with cross-functional talents, and delivered end-to-end solutions in product and branding.

I am a thinker/doer by nature. My skill set is based on human-centred design principles, lean methodologies, innovation frameworks and design craft combined with knowledge in technology and storytelling.

I believe in creating positive outcomes for people, planet, and profit.

I am into music, art, culture, tech, health and nature.

Metacampus Product Design Director

Barcelona & Amsterdam Jan 2022 - Jan 2023 | permanent

Part of the co-founding team, responsible for product design, executing on UX, UI design, branding and product strategy. Working closely with the engineering, content, and creative teams to build an advanced EdTech platform in the web3 space.

Main outcomes (to date)

- ▶ Contributed to successful seed round pitches raising EUR 2.4 Million
- ▶ Delivered an extensive desktop and mobile web MVP in 12 weeks (stealth mode)
- ▶ Streamlined design ops with engineering, content, and creative teams

ING Bank (TD) Experience Design Strategy Director

Amsterdam Nov 2020 - Jan 2022 | permanent

Strategy lead role working with ING's Global UX teams, and Global Brand Experience Centre of Expertise. Responsible for the development and implementation of data-driven design programs and workshops with cross-functional teams across 14 markets.

Main outcomes

- ▶ Implemented a lean methodology and evidence-based design on brand projects
- ▶ Led a successful collaboration program between the Global Branding and UX teams
- ▶ Created a new project pipeline with ING and opened new revenue streams for TD

Trivago Innovation and Experience Design Lead

Amsterdam Jul 2019 - Apr 2020 | permanent

Design Director and co-lead at the Trivago Innovation Lab. Embrace of cross-disciplinary, lean startup methodologies to create an experiment pipeline developing and releasing digital products, from concept through to release and marketing in 12-week cycles.

Main outcomes

- ▶ 100% success rate of lab ideas implemented into Trivago's core meta search product
- ▶ Accelerated new product development by 4X compared to Trivago's benchmarks
- ▶ Work methodology later productised as a SaaS in a spinoff startup by ex-team member

Google Brand Design Lead

London · Amsterdam May 2018 - Jun 2019 | contractor

Responsible for various internal design projects. Brand design and development of a design system for Google's MACHiNE Sprint innovation services. Design collaboration with ATAP, and Waze, Daydream, YouTube, and Assistant teams.

Main outcomes

- ▶ Elevated the impact of MACHiNE brand system through an extensive redesign process
- ▶ Enabled the consistent adaptation of design guidelines across multi-region products

The Economist Associate Creative Director · Global

London Aug 2015 - Dec 2017 | permanent

Design and Creative Direction with executive responsibilities in the following verticals: The Economist Intelligence Unit (EIU), Group Media Businesses Branded Content Partnerships, The Economist Events, and The Economist flagship brand.

Main outcomes

- ▶ Contributed to The Economist rebranding as a member of the Global Brand Committee
- ▶ Created a new design system for the EIU and The Economist Events verticals
- ▶ Raised the creative bar for Events' identities and improved design workflow by 3x
- ▶ Oversaw the set up of a new design operation based in Gurgaon, India
- ▶ Delivered impactful content programs for brands such as Google, Maserati, and others

EXPERTISE

Experience Design

- ▶ Lean UX Design
- ▶ End-to-end product design
- ▶ AI Co-piloting
- ▶ Primary and secondary research
- ▶ Customer journey mapping
- ▶ Service blueprints
- ▶ Circumstance-based persona
- ▶ Wire-framing
- ▶ Prototyping
- ▶ UI design
- ▶ Usability testing
- ▶ GUIs and VUIs

Design Direction

- ▶ Brand models and positioning
- ▶ Brand design
- ▶ Experiential design
- ▶ Design systems and brand books
- ▶ Integrated communication

Strategy

- ▶ Workshop design and facilitation
- ▶ Design development frameworks
- ▶ Agile Scrum and Lean methods
- ▶ Project roadmaps
- ▶ Senior level stakeholder management
- ▶ Pitch strategy and frameworks

SKILLS

Hard skills

- ▶ Figma
- ▶ Adobe CC Suite + Firefly
- ▶ Premiere + After Effects (basic)
- ▶ ChatGPT / Bard
- ▶ Midjourney
- ▶ Miro
- ▶ Google Workspace
- ▶ Jira + Confluence
- ▶ Notion
- ▶ Microsoft 365
- ▶ Copywriting
- ▶ Hand-drawing + sketching
- ▶ Languages: English, Portuguese, Italian, Spanish (basic)

Soft skills

- ▶ Strong growth mindset
- ▶ Intra/entrepreneurial
- ▶ Systems thinking
- ▶ Thought leadership
- ▶ Empathetic mentoring
- ▶ Personal relationships oriented

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PREVIOUS COMPANIES

Accenture Song · formerly Karmarama

Havas

MTV · Viacom

Sky TV

Fitch · WPP

Leo Burnett · Publicis

and others

EDUCATION

Online MBA

MBA, Innovation, Digital Transformation, Business Strategy, Entrepreneurship, and Marketing
The PowerMBA School

Master's degree

Media and Sociology

Brands, Communication and Culture
University of London, Goldsmiths

Bachelor's degree

Industrial Design

Fundação Armando Alvares Penteado
São Paulo

Cryptocurrency Expert Certification

Blockchain Council

Agile Scrum Certification prep

Udemy

Mobile UX Design

Interaction Design Foundation

VR and AR Design

Interaction Design Foundation

User Experience Design

General Assembly

Human-Computer Interaction

Interaction Design Foundation

Design Thinking

Interaction Design Foundation

I am happy to provide
references upon request

thanks