Vilmar Pellisson

Product Designer

Hello, I'm Vilmar, an accomplished designer specialising in end-to-end product design. I have a track record of rapid product release in startups, tech firms, and enterprise organisations, turning complex challenges into user-centric solutions. My toolkit combines visual design, AI tools, lean UX methodologies, innovation frameworks, workshop facilitation, and a business mindset.

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Freelance Lead Designer
Various | Amsterdam & Remote | 01.2023 - Current

- Providing UX, UI, and branding services for a variety of product projects.
- Facilitating custom workshops with a focus on innovation, problem-solution fit, and product discovery.
- Deploying AI tools to expedite feedback loops during the initial stages of product development.

Product Design Director
Metacampus.ai | Barcelona & Amsterdam | 01.2022 - 01.2023

- Co-founded and served as Product Design Director of an edtech startup focused on web3 and AI topics.
- Led the efforts in product discovery, UX/UI, branding, and strategy.
- Coordinated cross-functional collaboration with engineers, content developers, creative teams, and vendors.
- Streamlined design operations to improve synergy and facilitate fast pivoting during critical phases.
- Achieved rapid delivery of a desktop and mobile web app MVP in 12 weeks, followed by a platform launch in Q1 23.

UX Design Strategy Director
ING Bank / TD | Amsterdam | 11.2020 - 01.2022

- Senior design strategy consulting role at ING Bank, collaborating with the Global UX Guild and Brand Experience Centre of Excellence verticals.
- Developed data-driven design programs and facilitated workshops with senior stakeholders on a global scale.
- Coordinated an integration program between Global Brand Experience and UX design teams.
- Successfully introduced UX methodologies and evidence-based design processes into branding projects at TD.
- Pioneered new project pipelines within ING that generated new revenue opportunities for Total Design.

Product Design & Innovation Lead
Trivago | Amsterdam | 06.2019 - 04.2020

- Co-leadership role at Trivago Innovation Lab, with responsibilities for end-to-end product design execution.
- Set up a pipeline of digital product experiments that covered strategy, ideation, UX/UI design, and reporting.
- Established successful cross-functional collaborations internally with marketing, design, and engineering teams, as well as with external partners including creative agencies.
- Shared responsibility for stakeholder communication and reporting at the board level.
- Accelerated new product development by 4x compared to Trivago's benchmarks at a fraction of the cost.
- Achieved a 100% success rate for solutions developed in the Lab, which were later integrated into Trivago's metasearch platform.

Brand Design Lead & Innovation
Google | London & Amsterdam | 05.2018 - 06.2019

- Took a lead role in internal design projects at Google, with a focus on brand design and innovation services.
- Elevated the impact of the MAChINE brand system through an extensive redesign and the development of new guidelines and playbook.
- Participated in innovation design sprints with ATAP, Google Assistant, and VR/AR technology teams.
- Played a key role in structuring a half-day sprint format for Google clients during the Cannes festival.

Associate Creative Director
The Economist | London | 08.2015 - 12.2017

- Served as the Design and Creative Director, responsible for three key verticals in the group businesses: The Economist Intelligence Unit (EIU), Branded Content Partnership Programs, and The Economist Events.
- Implemented a new design system that enhanced the brand impact of the EIU and Events products.
- Supported various teams through the sales cycles, ideated, designed, and directed digital solutions.
- Oversaw the setup of a new design operation in Gurgaon, India, including hiring and mentoring.
- Optimized design workflows and managed creative teams in the U.S., UK, and India offices.
- Contributed to The Economist's brand refresh as a member of the Global Brand Committee.

Expertise

Product Design
- End-to-end design
- Lean UX
- UI design
- User interviews
- Information architecture
- Wire-framing
- Prototyping
- Usability testing
- Graphical interfaces (GUI)
- Voice interfaces (VUI)

Design Direction
- Brand design
- Brand playbooks
- Design systems
- Marketing comms
- Team management

Strategy
- Workshop facilitation
- Innovation frameworks
- Design strategy
- Roadmaps

Skills

Hard skills
- Figma
- Adobe CC Suite / Firefly AI
- ChatGPT 3.5
- Miro
- Midjourney, DALL-E, Runway
- Premiere + After Effects (basic)
- Microsoft 365
- Google Workspace
- Jira + Confluence
- Copywriting
- Hand-sketching/Illustration
- Languages: English, Portuguese, Italian, German (beginner)

Soft skills
- Growth mindset
- Effective communication
- Systems thinking
- Self-awareness
- Empathy
- Adaptability

Extra experience

Startup Advisor
Balanced | Amsterdam | 12.2021 - 12.2022

▸ Guided and executed branding and UI design initiatives on Balanced's mobile app iterations.
▸ Created roadmaps and frameworks that informed product, brand, and marketing strategies.
▸ Actively participated in directing UX designers and external product design consultancies.

Startup Advisor & Investor
Chimnie | London | 01.2021 - 12.2021

▸ Advised the CEO and founder on the product roadmap, UX priorities, resources, and brand during the initial stages of product development.

Other companies

Accenture Song (Karmarama)   **Landor&Fitch (WPP)**   **Leo Burnett (Publicis)**

Education

▸ **Online MBA**
MBA in Innovation, Digital Business Strategy, Entrepreneurship, and Marketing

The PowerMBA School

▸ **Master's degree in Media and Sociology**
Dissertation: Nation Branding and the Country-Image Effect on Product Value

University of London - Goldsmiths

▸ **Bachelor's degree Industrial Design**
Project: Futuristic Modular Lounge Furniture System

Fundação Armando Alvares Penteado - São Paulo

Certificates

▸ **AI, Empathy and Ethics**
University California Santa Cruz / Coursera

▸ **Product Design in AI**
UXAI / Udemy

▸ **Cryptocurrency Expert Certification**
Blockchain Council

▸ **Agile Scrum Certification preparation program**
Udemy

▸ **Mobile UX Design**
Interaction Design Foundation

▸ **VR and AR Design**
Interaction Design Foundation

▸ **Human-Computer Interaction**
Interaction Design Foundation

▸ **Design Thinking**
Interaction Design Foundation

▸ **User Experience Design**
General Assembly

I am happy to provide references upon request