



VILMAR PELLISSON
Creative Design Director

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Hello! I am an integrated creative design director with expertise in branding, design thinking and an enthusiasm for emerging technologies. I have two decades of design experience as well as academic qualifications. I apply evidence-based design methodologies into the creative process and develop fluid brand experiences that move people.

WORK HISTORY

Google London
Design director
Jun / Nov 2018

(contract)

- Worked with product teams from Google Advanced Technology and Projects (ATAP) to develop branding and messaging for a VIP audience at Cannes
- Managed event branding, print collateral production, UI and environmental graphics for the Google Creative Harbour
- Developed Brand identity, guidelines and assets for MACHiNE Sprint (Google Zoo's proprietary service)

The Economist Group London
Associate creative director
Aug 2015 - Nov 2017

(permanent)

- Set up new creative and design operations in London and Gurgaon (India)
- Coordinated a group-wide rebranding programme
- Raised creative, UX and UI benchmarks for the EIU products, Events and branded content partnerships
- Developed and implemented sound design processes in EMEA, America and Asia
- Managed and mentored teams based in London, NY and Gurgaon (5-8 people)

Mohawk HQ London
Creative director
Mar 2014 - Dec 2014

(contract)

- Cross-channel creative direction on campaigns in financial, sports and media
- Participated in pitches to clients
- Oversaw all key projects from design and UI to digital advertising
- Art directed a big campaign production including photo and film shoots
- Coordinated directly with strategists, designers and ECDs

Fitch London
Brand design lead
Sep 2013 - Dec 2013

(contract)

- Developed a visual system for multiple touch-points: retail graphics, product displays, furniture, and multimedia surfaces
- Conducted research and co-created content with copywriters
- Art directed 3D artists and visualisation
- Presented internally and externally to stakeholders and clients

Karmarama London
Brand design lead
Apr 2012 - Sep 2012

(contract)

- Organised, designed and managed the development of a new design system including brand positioning, documentation, and asset creation and distribution
- Art directed visualisers and artworkers
- Presented directly to C-level marketers at the BBC
- Contributed with creative strategy and concepts on a number of other BBC projects

Leo Burnett London
Brand design lead
Feb 2011 - Apr 2011

(contract)

- Co-created, developed and documented a design system for a large cross-channel brand activation programme
- Managed project framework and schedules
- Art directed visualisers and artworkers
- Coordinated with 20+ stakeholders: internal, International Olympic Committee, Olympic Delivery Authority and McDonald's marketing department

Dusted Design London
Design lead
Oct 2007 - Jun 2010

(permanent)

- Directed all creative and design output across print and digital
- Art directed photo shoots, print production and websites
- Line managed a team of 3 strong designers and coordinated with 3 digital designers
- Played a key role in winning business for the company
- Presented and pitched directly to clients
- Oversaw all branding projects

Cocoon Design Prague
Senior designer
Aug 2005 - Dec 2005

(contract)

- Senior role in design for FMCG branding for the CEE market
- Worked closely with brand strategists to translate business goals into effective designs
- Coordinated with design teams in Holland and Russia

Oz Strategy + Design São Paulo
Senior designer
Jan 2000 - Aug 2003

(permanent)

- Participated in all major multidisciplinary projects
- Responsible for ideation sessions and concept generation with teams in branding, packaging, signage and digital
- Played a key role in winning business for the company



WORK HISTORY CONTINUED

(other contracts)

Sky
MTV
MWorldwide

Havas
The Team
DDB

Precedent
CP+B
SBR

Endpoint
RS/Direct
and more...

EDUCATION

HIGH DEGREES

Master's degree
Brands, Communication and Culture
Goldsmiths - University of London
2009 - 2011



Bachelor's degree
Industrial Design
Fundação Armando Álvares Penteado
1997 - 2001



CERTIFICATES

Gamification: Creating Addictive UX
Interaction Design Foundation
On-going



Designing for VR and AR
Interaction Design Foundation
2018



Mobile UX Design
Interaction Design Foundation
2018



Human-Computer Interaction
Interaction Design Foundation
2017



Design Thinking
Interaction Design Foundation
2017



User Experience Design
General Assembly
2017

CREATIVE LEADERSHIP

Team management

Line manager of design teams in EMEA and Asia (6 people)
Multiple region stakeholder management
Mentorship and coaching of team members

Design process

Human-centred design
Lean UX
Agile (Scrum)
Systems thinking

Workshop facilitation

Sprint (by Google Ventures)
Brand DNA development
Collaborative ideation

Ideation methods

Brainwrite/Brainwalk
Crazy 8s
Worst possible idea
Assumption reversal
Sketchstorm
Storyboard
Analogies
Chainstorm

WHAT I DO

Brand experience

Brand model
Positioning
Brand archotyping
Brand architecture
Place branding
• Experiential design
Events branding
Branded content
• Logo design
Design systems
Identity guidelines
Documentation
• User interfaces

Visual design
Creative direction

Design thinking

User interviews
Generative research
Cultural probes
• Affinity mapping
PoV definition
Persona development
HMWs
• Ideation methods
Workshop facilitation
• Lo-fi prototypes

Wireframes (2D-3D)
Storyboards
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Guerilla testing
Heuristic evaluation

Technology

Desktop UX design
Mobile UX design
• Voice User Interfaces (Google Dialogue Flow)
VR/AR/MR interfaces
• iOS/Android UI patterns

SKILLS

- Adobe CC suite
- Sketch / InVision
- Google Cloud Apps
- User experience design
- UI (GUIs and VUIs)
- Illustration/sketching skills
- Art direction (photo/video)
- Academic-level writing
- Research skills
- Team management and mentorship

I'M INTO:

Technology
Life-hacks
Meet-ups/Conferences
Music
Film/Docs/TV series
Japanese Anime
Art
Graphic novels
Cooking
Architecture
Drawing
Travel
Books
Podcasts
Longboarding
Hiking