



PEDRO VILLAR

**industrial &
experience designer**
la\rio

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RECOGNITION

Brand New Publication - Honda Rebranding
"Honda Concept", 2020

Designboom Publication - Honda Rebranding
"Pedro Villar proposes a new Honda logo and brand
narrative based on the power of dreams", 2020

Spark Design Awards - "Amper"project
2018 Gold Winner

Yanko Design Publication - "Amper"project
"A virtual music studio in your ear", 2018

ACCD Departmental & Entry Scholarship
Spring 2017 - present

ArtCenter Gallery

"Amper", "Nota" & "Cosmos" projects
Fall 2017 , Spring 2018 & Summer 2019

EDUCATION

ArtCenter College of Design, CA

M.S in Industrial Design, August 2022 (anticipated)

B.S with Distinction in Product Design, August 2020, GPA 3.9

Pontificia Universidade Católica, RJ - Brazil

Product Design Studies, 2013 - 2016

EXPERIENCE

Dell Experience Design Group

Design Intern, Spring 2019

Collaborated with Dell's Experience Design team to design and develop future computing experiences such as an immersive interface that naturalizes the process of music production.

Fossil Group

Diesel Watch Design Intern, Summer 2018

Modeled and developed ongoing and new watch collections for the Diesel brand. Maintained close communication with overseas manufacturers to ensure the appropriate production of our designs.

ArtCenter College of Design

Berlin Study Away, Fall 2019

Worked closely with a multidisciplinary group on a project that established the future meaning of the German word "Heimat" and its role in cultivating a global and malleable sense of togetherness.

Peer Coach & T.A., Summer 2017 - Summer 2020

Co-created and launched a coaching program that helps students complete design, drawing and 3D modeling assignments while guiding them towards a discovery of their unique styles as designers.

ArtCenter Sponsored DesignStorm, Summer 2017

Attended a workshop to explore 826LA's individualized approach to teaching. Integrated this concept into a proposition for a node-based educational system at ArtCenter enabling teachers and students to easily propose classes.

ENACTUS - PUC, Rio de Janeiro

Voluntary Designer, 2016

Partnered with Vidigal, one of Rio's most populated favelas to devise and implement a new program promoting the empowerment of Vidigal's women by teaching them sewing skills to stimulate their economic self-sufficiency.

SKILLS

Design

Storytelling, experience design, spatial thinking, prototyping, basic electronics, Arduino, sketching.

Digital

Solidworks, Rhinoceros, Cinema 4D, Redshift, Fusion 360, Keyshot, Photoshop, Illustrator, InDesign, Premiere, After Effects, MS Office.

LANGUAGES

English (fluent), Portuguese (native), Spanish (intermediate)

INTERESTS

Improvisation music, ceramics, being a D&D DM, multiplayer gaming, anime, making furniture, prototyping, fantasy books and stories, video editing, motion graphics, sketching, electronics, 3D printing.