



**industrial designer**  
la\rio

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## RECOGNITION

Exhibitor at Neocon 2023  
Janeiro Chair with Bernhardt Design

Exhibitor at ICFF 2023  
Janeiro Chair with Bernhardt Design

SIT Furniture Design Award 2023  
Cachoeira in Chair and Bookshelf Categories

IDSA Gianninoto Graduate Scholarship  
2021 Recipient

Brand New Publication - Honda Re-branding  
"Honda Concept", 2020

Designboom Publication - Honda Re branding  
"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 - Fall 2020

## EXPERIENCE

### Tesla Inc.

#### Senior Studio Industrial Designer, July 2025 - Present

Leading the design and manufacturing of over 24 vehicle accessories, energy and merchandise products. Responsible for conceiving, CAD, prototyping, and supplier dialog and feedback. Provided product management and engineering teams with functional and stylistic direction.

#### Industrial Designer II, September 2023 - July 2025

Generated product concepts for over 32 vehicle accessories and energy products using Solidworks, Rhino, Keyshot and Unreal Engine. Provided cross-functional teams with functional and stylistic direction for 14 merchandise products.

#### Industrial Design Intern, January - September 2023

Generated product concepts for over 12 vehicle accessories, energy and merchandise products.

### Rivian Automotive

#### Industrial Design Intern, May - August 2022

Envisioned, presented, and developed human-centered vehicle charging and energy solutions from digital sketches, to Solidworks and Rhino CAD data, Keyshot renders and assisted engineering and design validation tests.

### Dell Technologies

#### Design Intern, January - May 2019

Designed future computing experiences for XPS and Alienware. Developed charging accessories through sketches, CAD, and prototypes.

## EDUCATION

### ArtCenter College of Design, CA

M.S in Industrial Design, August 2022

B.S with Distinction in Product Design, August 2020

### Drucker School of Management, CA

Master in Business Administration with Innovative Systems Design, with a Certificate in Analysis and Decision-Making and a Certificate in People and Strategy, May 2022

## SKILLS & SOFTWARE

### 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 (conversational)

## INTERESTS

Furniture making, ceramics, multiplayer gaming, sketching, prototyping, fantasy books and stories, video editing, motion graphics, 3D printing.