



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 20-30 yearly vehicle accessories, energy, lifestyle, and merchandise products. Responsible for concept creation, CAD, prototyping, supplier dialog, and DFM feedback. I provide product management and engineering teams with functional and stylistic direction. All products are present on <https://shop.tesla.com/>.

Industrial Designer II, September 2023 - July 2025

Industrial Design Intern, January - September 2023

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.

Pause and Wonder

Founder, June 2026 - Present

Created a personal brand of small batch kitchen/table objects. RZ.01 is my first product, it is a precision knife designed for scoring bread dough.
<https://pausewonder.com/>

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

Sketching, 3D printing, prototyping, video editing, motion graphics, 3D printing, multiplayer gaming, furniture, baking, ceramics, fantasy books.