



# PEDRO VILLAR

**industrial &  
experience designer**  
la\rio

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pvillar.com  
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## INTERESTS

Making furniture, ceramics, multiplayer gaming, anime, sketching, prototyping, fantasy books and stories, video editing, motion graphics, 3D printing.

## RECOGNITION

IDSA Gianninoto Graduate Scholarship  
2021 Recipient

Featured in Render Weekly, Design Burger,  
IDSA Design, and ID Curated Instagram pages  
2021-22 Publications

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 - 2022

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

## EDUCATION

ArtCenter College of Design, CA

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

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

Drucker School of Management - CGU, 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, GPA 3.9

## EXPERIENCE

Rivian Automotive

Industrial Design Intern, Summer 2022

Envisioned, presented, and developed human-centered projects alongside the Charging and Energy team. Executed the expansion of concepts from initial sketches, CAD, ideation renders, and surface releases, into EVT production.

Dell Experience Design Group

Industrial 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

3D 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 - Fall 2022

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.

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)