# Arnaud de Vallois

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## Skills

Creative Direction - Design Management - Cross-functional Collaborations
3D Visualization - UX - Team Leadership - Concept Development
Product Marketing - Customer Engagement

## Summary

Opportunity discovery and problem-solving from creative design and user-centered point of view, 12+ years experience with digital products, 3D visualization, maps, and real-time technologies.

6+ years as design manager in interdisciplinary environment building up impactful cross-discipline collaboration, fostering growth and influence across product, design, engineering and research teams. Experienced communicating and translating ideas out from concepts and prototypes for customer engagement and pre-sales, through to product development, delivery and support.

Close partner and collaborator with stakeholders across brand, marketing and sales teams to drive and develop marketing strategies and solutions, including creative concepts, copy, presentation and demo materials. Comfortable presenting and storytelling with all levels of customers, navigating ambiguity to identify core needs, keeping near and long-term value in mind.

## Creative Director, Data Visualization
Utopia Music

Nov 2022 - Present

- Defining creative standards and driving design of all data viz R&D initiatives, including visual, interactive, and UX solutions from inception to productization

- Collaborating closely with engineering, design and product marketing teams to provide data viz proposals and solutions for Utopia products and services. Leveraging and customizing open-source data viz library (Echarts) components to provide interactive/intuitive exploration

- Discovery: Identifying and concepting new opportunities for visualizing complex music metadata, including copyright ownership, publisher/creator relationships, global consumption data

- Lead evaluation of all data viz design explorations, iterations and refinements. Present and showcase data viz solutions across the organization

## Product Design Manager, Location Services & SDKs
HERE Technologies

Oct 2017 - Oct 2022

Led and managed team of engineers and designers to define, develop and deliver the HERE Style Editor: a web-based map customization application for the HERE platform. The tool targets all customers of the HERE SDK, Maps API for JavaScript and HERE Navigation, enabling brands to build fully custom map and navigation experiences.

- Defining, designing and overseeing all UI/UX and engineering efforts from product inception to launch execution and (continuous) delivery

- Driving collaboration and influence between design, development, UX research, product, marketing, sales and customer stakeholders

- Strategic direction and definition for roadmap and feature prioritizations, dependency management for engineering

- Direct and frequent engagement with a variety of customer teams during pre-sales and development, including: Volkswagen, Audi, Mercedes-Benz, Harley-Davidson, Scania, Lotus, Rightware, Elektrobit, Sony and others.

### Senior Designer, Design Studio
HERE Technologies
Jan 2015 - Sep 2017

Led a small cross-functional team to develop a real-time 3D map design and prototyping tool built on top of HERE's rendering engine and Premiere 3D Cities products - for the purposes of pre-sales, customer engagement co-development activities.

The proprietary tool exposed custom 3D map styling and dynamic environment controls, camera configuration, guidance simulation and scenario visualization capabilities, as well as custom data import and post processing support - allowing customers to interact with and innovate on top of future HERE 3D map capabilities.

- Responsible for showcasing (to customers, developers, product stakeholders, exec leadership) the potential of next gen 3D map UX via presentation and live demonstrations.

- Organized and led customer co-engagement and co-developments, collaborated with product management, marketing and sales for pre-RFQ and R&D activities

- Led pre-sales and co-engagement activities with: Daimler, Volkswagen, BMW, Elektrobit, Jaguar Land-Rover, Dubai Transit Authority, Renault-Nissan and many others.

- Worked closely with Mercedes-Benz Advanced R&D teams to integrate a branded 3D map exploration and guidance experience into their next gen HMI platform - bringing their Concept EQ SUV to life in the vehicle cockpit as well as standalone interactive kiosks. Featured at various global events and trade shows including CES, Paris Motor Show and SXSW.

### Lead 3D Designer, Future Maps
HERE Technologies
Nov 2012 - Jan 2015

Part of a cross-discipline innovation team that was tasked to identify, explore, prototype and validate key differentiators for future maps and location services. With rapid turnaround times producing tangible PoCs for product stakeholders and company leadership: Tech previews/demo apps, patents, whitepapers of novel UX features for improving current and near-future digital mapping use cases.

### 3D Designer
Nokia

Nov 2010 - Nov 2012

- Developed visual concepts and interactive prototypes to propose and demonstrate next-gen use cases across web, mobile and cockpit HMI environments for the nascent 3D Cities map data for Nokia's location platform

- Worked within concepts and prototyping team to define visual direction and uses of 3D city model data; close collaboration with engineering teams to ensure technical feasibility (i.e. Optimizing for real-time rendering constraints)

- Collaborated with product managers to provide content and materials for use in pre-sales, customer engagement and product marketing activities: Concept designs and illustrations, animations, interactive demos

- Created custom 2D and 3D map renderings for use in various external events and broadcasts, including the 2012 London Olympics and 2014 FIFA World Cup

Nokia location platform rebranded to HERE in 2012.

### 3D Artist
PixelActive

Apr 2009 - Nov 2010

Three month internship turned full-time position at a great startup. Using their proprietary real-time urban modeling software (CityScape), worked on a variety of 3D projects designing virtual environments, assets and animations for use in game development, simulation, urban planning, architecture and automotive navigation products.

PixelActive was acquired by NAVTEQ/Nokia in Nov 2010.

## Patents

*Method and apparatus for providing a transition between map representations on a user interface*
US US20160291834A1 · Issued Jun 6, 2016

*Method and apparatus for providing map selection and filtering using a drawing input*
US US20160283516 A1 · Issued Sep 1, 2016

## Education

**The Art Institute of California**
Bachelor of Science, Media Arts & Animation
2006 - 2009