

# Felipe Gasnier

## Senior Product Designer · AI Creative Technologist

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### Summary

Product designer working across UI/UX, design systems and generative AI production. Most recently Senior UI/UX Designer at VML Finland (WPP), working on design systems, websites and digital platforms for clients including KONE, Volvo, Nokia, Business Finland and Outokumpu, and founder of the studio's internal AI Lab. Designing for the web since 2001; design roles in Finland since 2017. Before that, founder of independent music and e-commerce businesses in São Paulo.

### Experience

#### Senior UI/UX Designer

VML Finland (WPP) · Helsinki · 01/2022 – 09/2025

- Worked on design systems, websites and digital platforms for enterprise clients, including KONE, Volvo, Nokia, Business Finland and Outokumpu.
- KONE: led design system work on the VML side (component library, token structure, accessibility guidelines, documentation).
- Volvo Selekt (volvocars.fi): designed the e-commerce journey for certified pre-owned cars, including advanced filtering and high-fidelity UI components.
- Founded and ran the internal AI Lab: custom-trained Stable Diffusion models, ComfyUI pipelines, testing of video and copy tools, and training for the creative team.

#### Product Designer & Creative Lead

Family in Music · Espoo · 04/2019 – 01/2022

- Developed the brand identity and positioning.
- Designed features for musicians and creators.
- Produced educational content and multimedia campaigns.

#### Web & 3D Designer

ZOAN Oy · Helsinki · 09/2017 – 07/2018

- Designed VR experiences for Finnair, Moomin and the National Museum of Finland.
- Produced immersive visual experiences for Slush and the City of Helsinki.

#### Motion Graphic & Web Designer

Pikkukala · Helsinki · 2017 – 2018

- Created a motion-tracked animated character for the TV series Royal Next Door.
- Designed and developed the studio website.

#### Marketing Analyst & early UX/UI contributor

ONErpm · New York · 2010 – 2012

- Led the marketing strategy to introduce ONErpm to the Brazilian market.
- Contributed to UX/UI of early platform versions: user flows, wireframes, prototypes and usability testing.

#### Founder & CEO

Ideal Shop · São Paulo · 2003 – 2017

- Alternative fashion and youth culture e-commerce. Led UX/UI, branding and digital marketing.
- Set up an early print-on-demand model and API integrations with supplier marketplaces.

#### Founder & CEO

Edições Ideal · São Paulo · 2006 – 2016

- Independent music-book publisher. Ran strategy, author negotiations, distribution partnerships, and the website and online store.

#### Co-founder

7 Polegadas · São Paulo · 2005 – 2012

- E-commerce and merchandising platform for artists, with partners including EMI, Deckdisc and Polysom.

#### Founder

Ideal Records · São Paulo · 2003 – 2014

- Independent label and CD/DVD distribution. Creative direction, branding and marketing.

## Freelance designer

Brazil and Finland · 2001 – present

- Motion, graphic and web design for clients including the City of Helsinki, Uniarts Helsinki, Seppo, CCBF Helsinki and Cinemaissí Festival.

## Selected work online

KONE design system, Volvo Selekt store, VML Finland AI Lab and SoundMe.me (AI music product built in about 48 hours): [felipegasnier.com/en#work](https://felipegasnier.com/en#work)

## Skills

**Product & UI/UX:** Product and interface design, design systems, design tokens, component libraries, prototyping, e-commerce UX, accessibility guidelines

**Generative AI:** Stable Diffusion (custom-trained models), ComfyUI pipelines, Midjourney, Runway, AI-assisted prototyping (Lovable, Suno API)

**Motion & brand:** After Effects, Premiere, Blender, brand identity, animation

**Tools & code:** Figma, Photoshop, Illustrator, InDesign, HTML, CSS, working knowledge of React

## Education

Bachelor's degree in Marketing, Communication & Design, Universidade Municipal de São Caetano do Sul (USCS), São Paulo. Validated by Metropolia University of Applied Sciences, Finland (2017).

Training: Integration Programme (48 ECTS), Helsinki Aikuisopisto · Web Designer, Senac · Electronics Technician, Senai

## Languages

Portuguese (native) · English (proficient) · Spanish (intermediate) · Finnish (beginner)

## Volunteering

Mentor and career coach, Startup Refugees (Helsinki) · Volunteer designer, Viva as Diferenças NGO