

CONTACT edwin@veelo.net
+1-510-332.1140

PROFILE angel.co/edwin-veelo-net
www.linkedin.com/in/edwinveelo

PORTFOLIO edwin.veelo.net/ux
cargocollective.com/emotiondesign

Last updated June 2021
References available upon request

EXECUTIVE SUMMARY

With over two decades of professional experience in the Netherlands, Brazil, and the US, Edwin has led companies as well as creative teams for global brands such as General Motors, VISA, Logitech and T-Mobile. His work has garnered worldwide recognition and has been featured in Creativity Magazine as part of the best online advertising of the last 20 years. "The Lost Ring"—his project for McDonald's Global—inspired Wired to coin the term "dark marketing", had BrandWeek make it their Number One Bright Idea of the Year, and convinced New York MoMA to add it to their permanent collection.

Edwin recently took over a tech startup that had zero revenue and only 3 months of runway remaining. He and his team quickly built a revenue model that generated over a quarter million within 6 months, break-even within 12 months and got the company sold shortly after for 8 figures.

His creative career combined with his business acumen, financial savvy and his entrepreneurial accomplishments, have given him an uncanny ability to switch between high level strategic thinking and working in minute detail, either visually or in code.

PROFESSIONAL EXPERIENCE

- Centriq // San Francisco** > **Chief Operations Officer**
October 2017 – Current
- When Centriq was getting ready for another investment round, COVID hit and the investment climate froze. The Board of Directors took dramatic matters to not lose it all. Without close proximity to the business they cut out essential resources. I built out an alternative strategy that built on immediate revenue generation while keeping who we needed to survive. The Board signed off on the plan, and as the CEO was let go, I assumed business leadership as COO and oversaw the business generate \$300K+ in six months, become break even in under 12 months and get sold shortly after for \$15M.
- > **VP of Business Development**
- Having designed Centriq's new commercial product offerings for Property Management and Home Inspection as well as having architected its new paid consumer offerings, when it was time to market these, there was no one better positioned to do so than I. So I took on business development in addition to my other responsibilities and generated over a quarter million in sales for the business in under 6 months..
- > **Director of User Experience**
- Centriq was a seed-round funded startup that was building an app and online platform that simplifies home maintenance. I joined Centriq when it closed its first round and needed to scale from a programmer-designed prototype to a first-class user-centric app and platform. I was in charge of the user experience and design of the app, the online consumer platform, the platform for realtors and other home professionals, and the big-data research interface for home appliances and electronics manufacturers. I lead a team of three UI, UX and marketing designers while taking on the most challenging projects myself—taking an idea or user pain-point from napkin sketch to a pixel-perfect solution. I worked closely with the CEO and the Director of Product in establishing the all-encompassing user experience, and I lead two different development teams in bi-weekly sprints on the mobile and web projects.
- ETwater // Novato** > **User Experience Lead**
November 2013 – June 2017
- ETwater makes smart irrigation controllers (like a Nest thermostat for your garden). Although it has been in business for ten years, when I joined it was redefining its business on every level. My role has been instrumental in this process, as I redefined the product offering, the graphic language, product features, functionality and positioning, packaging, hardware design and features, the mobile app, online apps, and the product ecosystem as a whole. This work has had such a profound impact on the business that it has been captured in a patent filing (Pub. App. No. 20160057949). See a teaser of my work at ETwater at the end of this resume.

EARLIER WORK IN **THE US** 2005 – 2013

Companies DOJO, R/GA, AKQA, Organic
Clients Mitsubishi, George Lucas, Logitech, AT&T, GoogleTV, McDonald's, James Cameron, Coke, Microsoft, VISA, DirecTV
Role Creative Director (digital)—concepting, team leadership and client relations and presentations, up to global CMO level.
Accolades 7 awards, 5 publications, 1 appearance on globally syndicated TV.

EARLIER WORK IN **THE NETHERLANDS** 2002 – 2005

Companies Agency.com, FHV BBDO, Popcom
Clients T-Mobile, British Telecom, Heineken, Amsterdam Airport, Royal Dutch Telecom, JVC, McGregor, Moto Guzzi
Role Art Director (digital)—concepting, hands-on design and team leadership and client presentations.
Accolades After redesigning the T-Mobile.nl store, sales increased 5 fold. The redesign became the template for all of Europe.

EARLIER WORK IN **BRAZIL** 1999 – 2002

Companies AgênciaClick
Clients General Motors, Bradesco Bank, Whirlpool Brazil
Role Associate Creative Director
Accolades 9 awards, 3 publications.

ADDITIONAL EXPERIENCE

Jury member judging Miami Ad School graduating student work

Teaching typography and portfolio classes at Miami Ad School San Francisco, and teaching (in Portuguese) an Adobe Photoshop course at the Fundação Casper Líbero College, Advertising and Marketing track, São Paulo, Brazil.

Founding a dietary supplement company based on a unique immune boosting recipe and single-handedly launching the product successfully in Whole Foods Market and Sprouts Farmers Market.

EDUCATION

Summer 1996 - Fall 1998 **Art Center College of Design**, Pasadena, California, USA
Bachelor of Fine Arts degree in Communication Design.

Fall 1994 - Spring 1996 **Art Center College of Design (Europe)**, La Tour-de-Peilz, Switzerland
Communication Design major.

Language skills Dutch (native), English (fluent), Brazilian Portuguese (fluent), German (conversational)

AWARDS & PUBLICATIONS

- > Patent Filing for *The Internet of Things (IoT) for Sustainability* with ETwater
- > Signature Living campaign for VISA
- Awards **Gold** award from MIDAS Awards (part of New York Festivals)
Gold award from OMMA Awards (Online Media Marketing & Advertising Magazine)
Silver award from ADDY Awards
- Publications **Bronze** award from MIXX Awards (Interactive Advertisers Bureau)
HOW Magazine 2009 International Design Annual

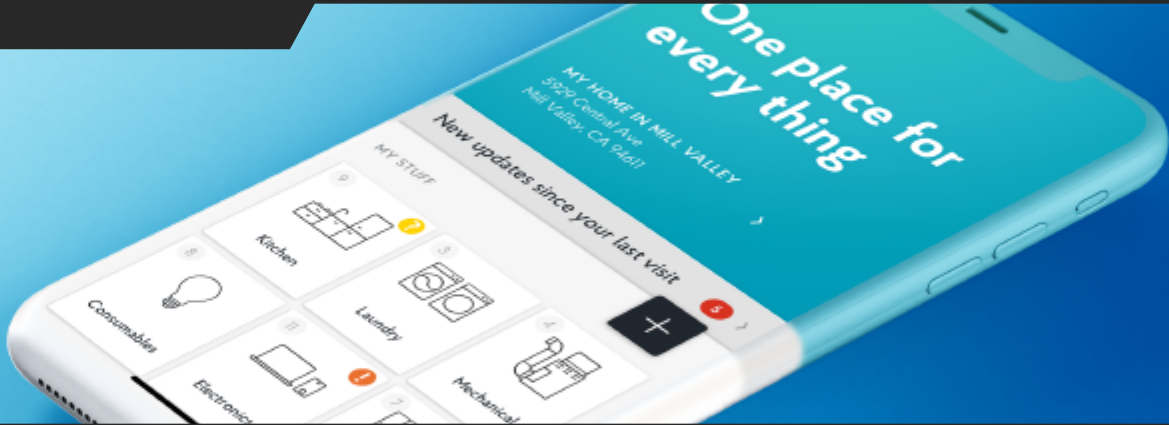
- > The Lost Ring global alternate reality game for McDonald's sponsorship of the Olympics
- Awards **Grand Prize** from AdWeek Buzz Awards
Gold award from AICP Next Awards (Association of Independent Commercial Producers)
Gold award from REGGIE Awards (Promotion Marketing Association, Integrated Marketing)
- Publications **The New York Times**, "An Online Game So Mysterious Its Famous Sponsor Is Hidden" full page article
WIRED, "New ARG's Special Sauce? McDonald's" article
WIRED's "Jargon Watch: Dark Marketing" introduction of the term in response to The Lost Ring ARG for McDonald's
BrandWeek, "Bright Ideas for 2008: #1 Dark Marketing" ranking Dark Marketing like The Lost Ring ARG for McDonald's as Bright Idea number 1
Spotted as The Lost Ring team in TV broadcasts worldwide during the Closing Ceremonies of the Beijing Olympic Games

- > **Published** in *How to Catch the Big Idea, The Strategies of the Top-Creatives* by Ralf Langwost
Quoted throughout the book as one of the world's top 50 creatives. 294 pages, ISBN 3-89578-238-6, 2004

- > Braille banner campaign for the São Paulo Eye Bank (Banco de Olhos de São Paulo), Brazil
- Awards **Grand Prix** from the Cyber Lions in Cannes, France
Gold award from the London International Advertising Awards (LIAA), United Kingdom
Gold award from the New York Festivals
Gold award from the 18th Premio Colunistas, São Paulo, Brazil
Silver award from Clio Awards in New York
- Publications **Creativity Magazine** The best advertising of the last 20 years
Communication Arts Interactive Design Annual 7

- > Several earlier works for General Motors and O Boticário
- Awards **Gold** award from E-bit, Brazil, category e-commerce (E-bit is awarded based on consumer opinion)
Silver award from Clio Awards in New York
Bronze award from The OneShow in New York
Bronze award from Cyber Lions in Cannes, France

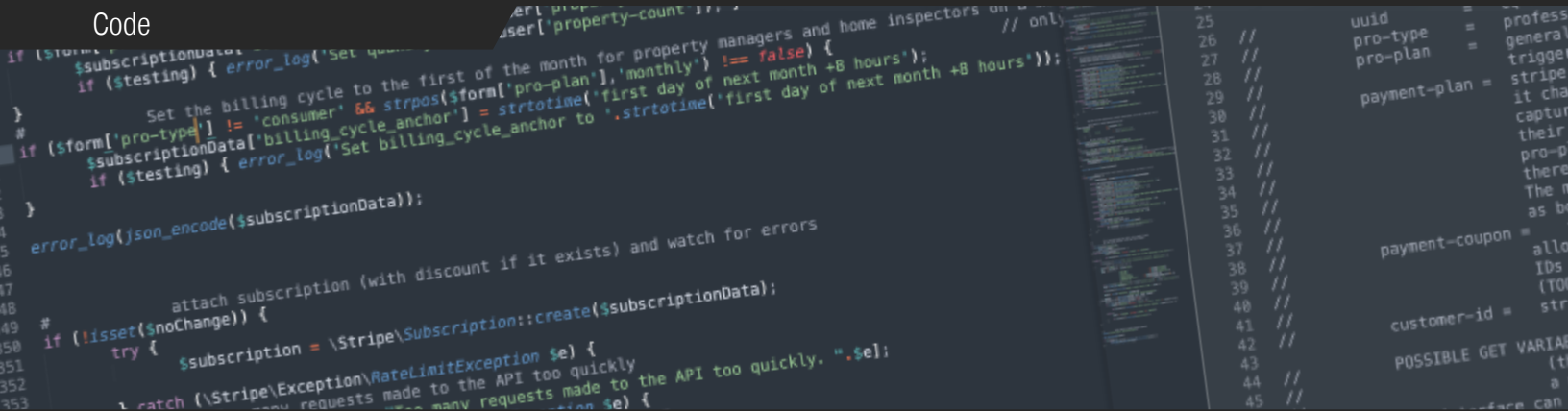
Mobile



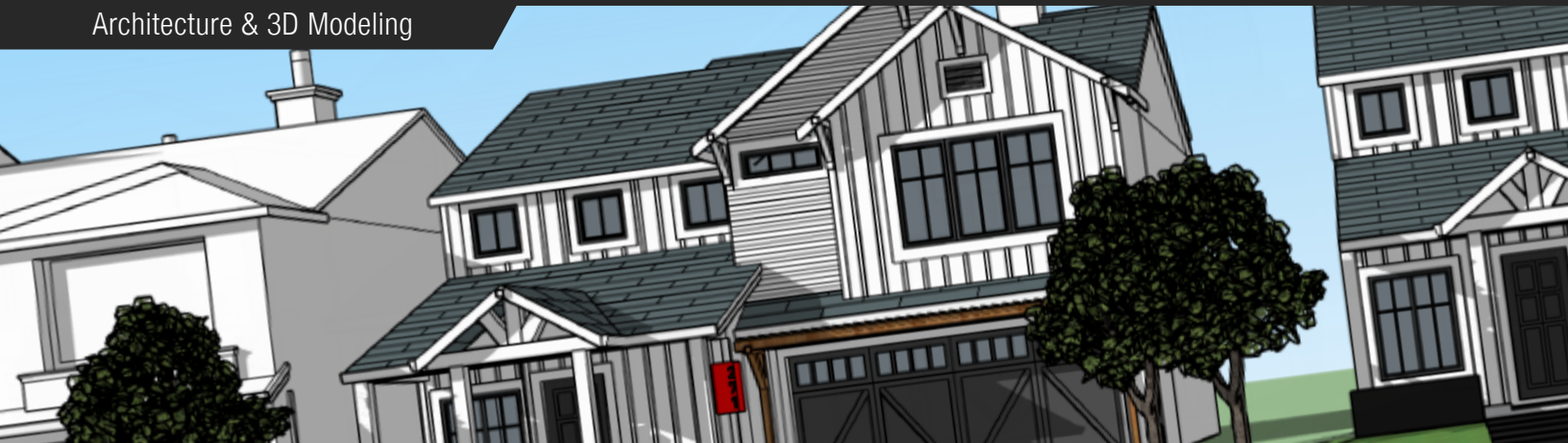
Print



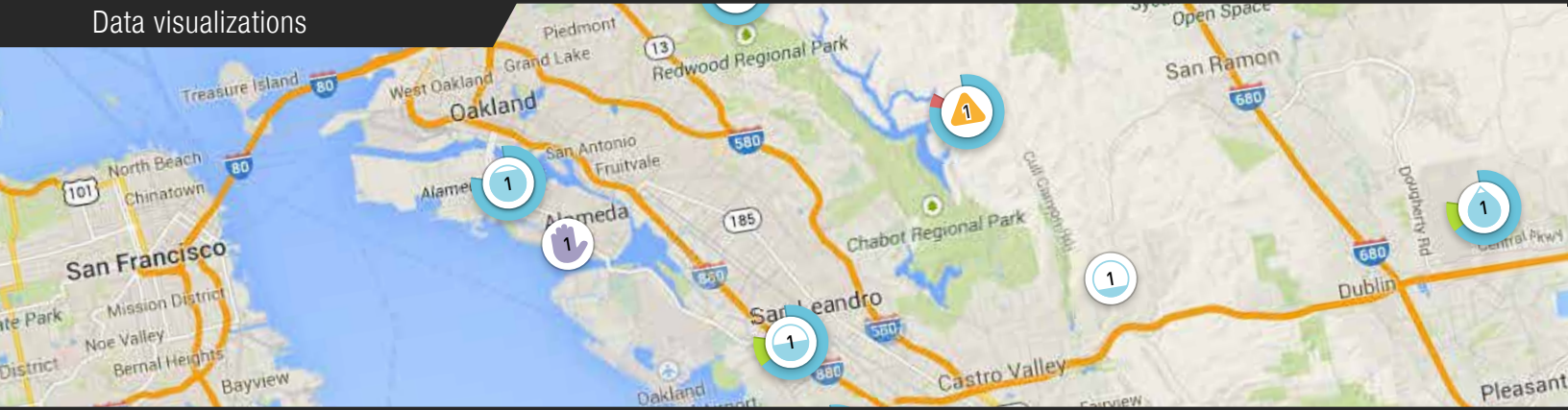
Code



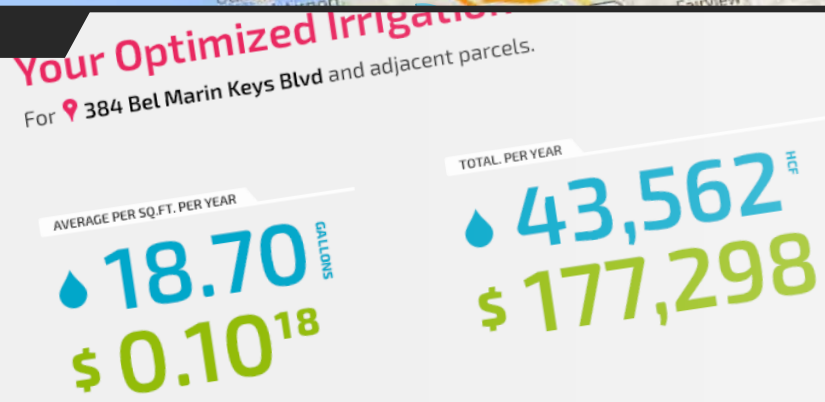
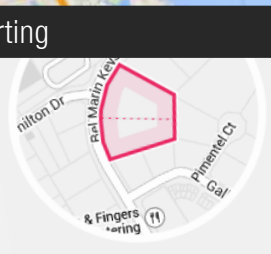
Architecture & 3D Modeling



Data visualizations



Reporting



Mapping tools



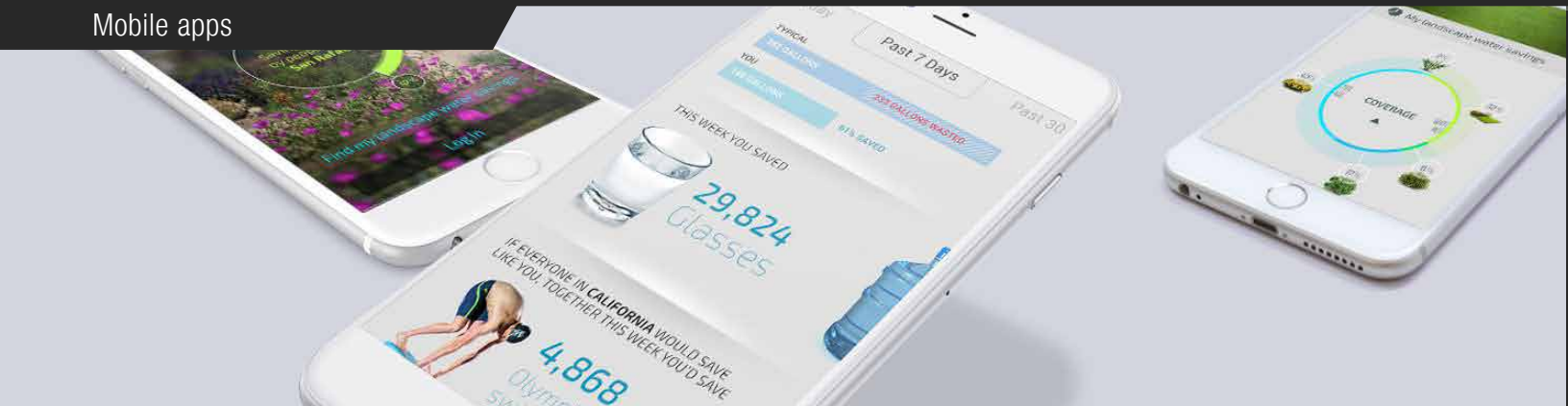
Data fusions



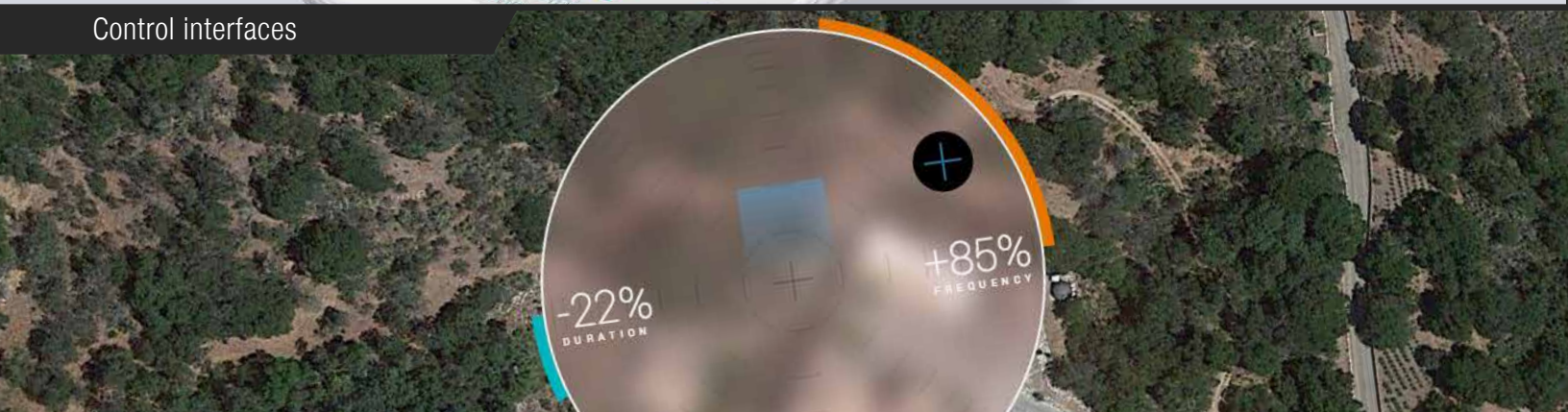
Web apps



Mobile apps



Control interfaces



Industrial design

