



Hello, I'm  
**Vanessa Usó**

**Industrial Designer  
& 3D Artist**



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Dual citizenship  
Italian | Brazilian  
Available for relocation  
or remote work

### About Me

Industrial Design graduate from UNESP with solid experience developing licensed products for major brands such as Hot Wheels, Barbie, Jurassic World, and Minions. Skilled in rapid prototyping techniques - including milling and 3D printing - with hands-on involvement in physical product development. Also experienced as a 3D modeler for consumer brands, creating digital assets tailored for marketing and visualization. Currently 3D Artist at R2U, focusing on optimized 3D assets for augmented reality. Passionate about trend-driven, brand-aligned product design and dedicated to upholding brand integrity

### Languages

Portuguese Native

English Fluent

Spanish Fluent

## Experience

- R2U** Nov 2019 - Present  
3D Artist
  - 3D modeling and texturing of optimized 3D assets for augmented reality
  - Collaborate directly with clients such as **Electrolux**, **B.blend**, and leading furniture and appliance brands to transform physical products into interactive virtual assets
  - Adapt models for multiple platforms (web, mobile, AR viewers), respecting real-world scale, materials, and design specifications.
  - Mentored junior artists and maintained visual and technical standards in production
  - Collaborated with developers and clients to deliver high-quality, interactive product experiences
- Freelancer** 2018 - Present  
3D Modeler
  - Designed optimized 3D models and textures for product visualization and virtual experiences
  - Specialized in clean topology and efficient UV unwrapping tailored for real-time applications
  - Developed visual prototypes for **Havaianas**, supporting internal presentations of new collections
- Editora Alto Astral** May 2019 - Nov 2019  
Mar 2016 - Oct 2017  
Started as an intern - Licensed Products and was hired full-time after demonstrating good performance
  - Created layouts for children's magazines featuring licensed content from major global brands
  - Worked with properties such as Minions, Despicable Me, Jurassic World, Pets (**Universal Studios**), Barbie, Hot Wheels (**Mattel**), Ice Age (**FOX/Disney**), and O Show da Luna! (**TV PinGuim**)
  - Adapted style guides to printed formats, balancing brand integrity and visual appeal
  - Gained early exposure to the creative process of licensed product adaptation and storytelling
  - Responsible for ensuring design quality and visual consistency across multiple editorial products
- CADEP - Center for Advanced Product Development (UNESP)** Oct 2016 - Apr 2019  
Rapid Prototyping Designer
  - Specialized in 3D printing and modeling for medical and industrial applications
  - Designed cranial implants for surgical use by interpreting and modeling from DICOM medical files
  - Operated and maintained 3D printers, developing efficient production workflows and ensuring technical precision
- UNESP - Universidade Estadual Paulista Júlio de Mesquita Filho** 2014 - 2018  
Bachelor's Degree in Industrial Design
  - Distinction and Honor award on my final project
  - Awarded Academic Merit Diploma for top student performance

## Education

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#### Skills

3D Modeling and  
Visualization

Blender - ZBrush,  
Substance Painter

Adobe

Ps - Ai - Id

Licensed Product  
Development - Style Guide

Rapid Prototyping

3D Printing - Milling - Laser

CAD Modeling

SolidWorks, Materialise Magics

Augmented Reality - AR

Team Collaboration

#### Training / Courses

Traditional Clay Sculpting  
Rick Fernandes Studio

Arduino SENAI

Sculp ZBrush Leticia Gillett

Rhinoceros Lynk 3D

SolidWorks SENAI

Brush Pen

Rodrigo Cordeiro

## Additional Activities & Volunteering

- **SIGGRAPH Canada** 2018  
Student Volunteer
  - Assisted in the organization and support of the leading global conference on computer graphics and interactive techniques
- **Design as an Instrument for Inclusive Practices in Public Schools** 2016  
Volunteer Designer
  - Participated in a university-led initiative using game-based learning to promote social inclusion among children in public schools
- **Rejuvenating with Art** 2014 - 2015  
Volunteer Art Instructor
  - Contributed to a university extension program teaching art to elderly participants, promoting creativity and well-being through inclusive practices
- **Theatre** 2008 - Present  
Drama enthusiast
  - Long-term student of theatre arts, enhancing communication, improvisation, storytelling, and collaboration skills

## Project

- **CODI - Collaborative Toy Design Project** 2018  
Originally developed as a **Bachelor's thesis**, CODI became a published academic paper through a collaboration between **UNESP** and the **University of Oslo**
  - CODI is a collaborative project developed to co-create toys with children undergoing treatment at the Cancer Hospital of Sorocaba
  - Using Virtual Reality (VR) and 3D printing, the project transforms children's drawings into tangible toys, offering a playful and imaginative escape from the hospital routine
  - The initiative focuses on reducing fear and anxiety - especially around needles - by empowering children to become the designers of their own creations, valuing the creative process over aesthetic perfection
  - Mentored junior artists and maintained visual and technical standards in production
  - Each child is credited as the author of their toy, reinforcing self-expression and emotional well-being through design and technology

## Publication

- **Using Virtual Reality and Rapid Prototyping to Co-create Together with Hospitalized Children** 2019  
Springer International Publishing  
<https://www.springerprofessional.de/en/using-virtual-reality-and-rapid-prototyping-to-co-create-together/16772170>