

Victor Meinert

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PROFESSIONAL SUMMARY

Victor Meinert operates at the intersection of the digital and the human, where technology strategy meets the real needs of the people it serves. With 25+ years leading product development, studio operations, and cross-functional teams across AI, games, SaaS, enterprise, and IoT, he brings a rare combination of full-lifecycle execution, native AI fluency, and deeply human-centered instincts

Victor brings deep expertise in navigating complex, high-stakes environments, including modernizing legacy systems, launching live products, and building cultures of accountability, collaboration, and ownership from the ground up. He has extensive experience leading distributed-first teams and managing large-scale outsource networks across multiple geographies. He excels at translating direct user insights into prioritized product decisions while aligning internal stakeholders around what is genuinely achievable given budget, team capability, and real-world constraints.

Victor brings the strategic range, operational discipline, and human-centered leadership to meet organizations wherever they are and move them decisively forward.

SKILLS

AI

- 0→1 design, build, deploy web/mobile rapid prototypes end-to-end using Claude.ai and Claude Code, no dev team required.
- Leveraging natural language prompting and human-centered design methodologies to give clients working proof-of-concepts to test against real users in days, not months, before committing budget to full development.
- Build custom Claude Skills that codify client workflows and business operations.
- Building and productizing standardized agile production environments, sprint planning, release execution, estimating, risk management, agile processes client teams own and benefit from for long term business value.

Product & UX Leadership

End-to-end product development, product strategy, roadmapping, go-to-market strategy, human-centered design, UX/UI leadership, persona development, user research, MVP design, rapid prototyping, feature-to-market alignment.

Live Delivery & Agile Execution

Full-cycle product development, ideation, requirements development, backlog prioritization, sprint planning, release execution, estimating, risk management, agile processes, live operations, OKRs.

Studio, Team & Outsource Operations

Studio scaling, talent acquisition, cross-functional team management, team mentorship, stakeholder management, change management, organizational transformation, cross-cultural leadership, outsource network management, content pipeline development, motion capture production, third-party vendor management, contract negotiation, budget management.

Platforms & Compliance

SaaS, mobile, games, ML/IoT/wearable integration, EGM/casino gaming, enterprise ERP, social platforms, ESRB certification, GDPR/EU privacy compliance, penetration testing oversight, legal framework, Terms of Service, Privacy Policy, pitch deck development, publisher outreach, funding strategy, investor documentation.

Tools

Claude AI, Claude Cowork, Claude Code, Gemini, Jira, Confluence, Trello, Notion, Vercel, Github, Visual Studio Code, XCode/Simulator, Google Suite, MS Office

EXPERIENCE

Forward Deployed AI Researcher & Client Solutions Lead | Acceleration Agency | April 2026-current

- Deployed three fully functional client AI prototypes across enterprise and education: a collectables inventory and management platform; an NFC-based alert and notification mobile app, video processing agent for educational SEO metadata. Full stack prototyping; backend, front end, and working code through natural language prompting.
- Client-embedded research and requirements development identified workflow friction points, mapped real-world operations and opportunities, and architected proof-of-concept systems that validate AI delivery before production scale.
- Built end-to-end pipeline infrastructure supporting iterative agentic prototyping and deployment across client engagements.

Executive Producer | Digital Insight Games | June 2025-May 2026

- Brought in to stabilize and lead a development team through a critical transition period, inheriting an unstable build, a high-defect pipeline, and a team in need of renewed direction and leadership structure.
- Retrofitted the entire development process to a disciplined 1-month agile release cadence, increasing feature release output by 30% and reducing defects by 80%
- Revitalized team culture, driving improvements in morale, collaboration, ownership, and accountability across a team of 15 plus 3 outsource vendors
- Stabilized the mainline build and extended the production pipeline to support live operations and ongoing feature development
- Identified core loop friction points through live user testing and drove a focused UX polish initiative that measurably improved first-session intuitiveness across a MOBA/RTS hybrid.
- Implemented a continuous live user testing program, integrating player insights directly into the active development backlog
- Successfully launched the product into live Pre-release closed testing (EU territories) with 30–50 active testers
- Managed full Steam and Epic Games Store launches, including storefront buildout, ESRB certification, pentesting, legal framework, Terms of Service, and Privacy Policy
- Built the publisher and investor pitch deck and outreach strategy, targeting 45+ publishers and investors to support the studio's funding and partnership efforts.

- Researched EU privacy regulations (GDPR), navigated compliance requirements, and delivered product change recommendations to ensure regulatory alignment

Executive Producer & UX/Product Leader | The Acceleration Agency | 2013-2025

- 12-year independent consulting practice embedded with clients across games, SaaS, enterprise, IoT, and nonprofit sectors
- Served as both the principal client relationship owner and hands-on product development lead across all engagements, responsible for UX design, user research, requirements development, team leadership, backlog management, budgets, contracts, distributed resource management, and release execution
- **Selected Clients:** Carnival Corporation, COTALand/Circuit of the Americas, Disney Connected Learning, The Access Partnership, INVI Mind Health, Rallyhood, Aspyr Media, Ustudio, Rawdon Saunders School for Dyslexia, International AAA Game Studio (NDA)
- **See *PROJECTS DETAILS* for more info**

Senior Producer & Studio Director | Disney Interactive Studios Playdom | 2011-2013

- Co-founded and led a new Disney Interactive studio in Austin, growing the team to 35 and managing a ~\$4M studio P&L
- Assumed live operations ownership of My Vineyard, an existing Facebook social game, managing ongoing development and running the product through a structured sunset
- Conceived and developed an original experimental social game with MMO elements, taking it through live geo-testing before cancellation
- Led early-stage development of a new multiplayer title based on a marquee Marvel IP - studio was closed by Disney before launch
- Established and scaled a 45-person outsource art content pipeline in Russia, including contract negotiation, art approval workflows, and full integration pipelines into the development process
- Responsible for talent acquisition, facilities, day-to-day operations, 3rd party outsourcing, budgets, content pipelines, and agile cross-discipline collaboration

Co-Founder | Strategic Partner | Austin Personal Rapid Transit | 2009-2011

- Co-founded an urban transit startup developing a personal rapid transit solution for the Austin market, securing \$250K in initial seed funding
- Developed pitch materials and participated directly in investor and client presentations
- Engaged the University of Texas at Austin Provost Office as a prospective anchor client, advancing to active discussions before the initiative concluded due to funding constraints

Producer | NCsoft Austin | 2001-2009

- Co-founded Destination Games alongside industry legends Richard Garriott (creator of Ultima) and Starr Long, scaling from founding to acquisition by NCsoft in under 6 months
- Progressed through multiple leadership roles: Art Director, Art Production Director, and Producer - across the full development lifecycle of an innovative combat MMO that shipped to live service
- Led the agile transformation of a 150+ person studio from waterfall, transitioning all active teams to a fully agile, sprint-based workflow.
- Orchestrated a motion capture outsourcing pipeline, overseeing budgets, timelines, art direction, and the full technical pipeline for content processing and integration - delivering 500+ animation assets in 8 months
- Built and operated a proprietary NCsoft-exclusive outsource art production network spanning 4 locations: an internal studio of 60 in Beijing, two California-based studios of 9 and 15, and additional outsource support at NCsoft HQ in Seoul - totaling ~85+ managed heads across the international network.
- Established all contracts, art approval workflows, content pipelines, budget management, and integration processes across the full outsource network

Art Director & Art Production Director | Electronic Arts - Origin Studios | 1995-2001

- Progressed through a series of increasingly senior roles: Artist/Animator, Technical Artist, and Art Director across a portfolio of landmark PC titles including Ultima IX, Ultima Online, Ultima Online II, Crusader, Wing Commander, and Technosaur
- Oversaw the art department of approximately 45 heads on Ultima Online II, managing internal and external art teams through full development until project cancellation

CIVIC & IMPACT LEADERSHIP

Founder - Director | The Scenic Mind Foundation | 2020-2022

- Embedded with a private equity group to lead research and strategic development for early literacy and dyslexia-focused impact investments
- Developed a comprehensive strategic proposal for The Scenic Mind Foundation, a proposed initiative designed to fund and support evidence-based K–6 literacy programs, early diagnosis, and digital innovations for students with dyslexia

Advisor | Rawson Saunders School for Dyslexia | 2019

- Dyslexia Professional Development/CEC workshops focused on innovation, teamwork, & future-casting

EDUCATION & CERTIFICATIONS

Texas A&M University - B.S. Environmental Design, Architecture. Minor in Fine Art Photography

IDEO U Certifications - Insights for Innovation, Leading for Creativity, Foundations in Design Thinking, Storytelling for Influence, Advanced Design Thinking

PROJECTS DETAILS - The Acceleration Agency

Executive Producer | The Access Partnership | 2023–2025

- Led a full 5-phase technology modernization engagement for a 21-person ADA assessment and compliance firm operating on a deprecated, security-compromised proprietary platform at risk of business interruption

- Phase 1: Conducted a 6-month market evaluation and cost analysis across enterprise SaaS platforms (Monday.com, Salesforce, Asana, Wrike, Procore) to identify a scalable, secure, and future-proofed solution
- Phase 2: Prototyped the client's primary business pipeline in Monday.com to validate fit before full commitment
- Phase 3: Led 6 months of embedded requirements gathering, producing hundreds of hours of end-to-end technical documentation, UX workflows, and business process optimizations across all core operations
- Phase 4: Audited all existing data types and structures, developed a full data migration strategy, and identified key opportunities for data compression and optimization
- Phase 5: Executed full org migration via a structured multi-weekend cutover schedule spanning 6 weeks, minimizing business disruption through phased rollout, hands-on data repair, and validation
- Managed change across four distinct user personas (finance, administrative, registered accessibility specialists, and external clients) with role-specific onboarding, hands-on training, and iterative platform customization. Navigated organizational resistance to achieve full operational adoption.
- Architected an ongoing support model by partnering with an EU-based Monday.com Platinum Partner who became the client's dedicated long-term platform partner post-engagement

Executive Producer | COTALand | Circuit of the Americas | May–Aug 2025

- Led a team of 9 to design and build a dual-app platform serving the full COTALand guest and operations ecosystem: a React-based guest experience app covering all fan-facing event activities, and a staff operations app (mobile and web) supporting food/beverage, rides, passes, and customer service across the venue
- Delivered the foundational platform architecture that launched into live user testing in fall 2025, currently supporting active test cycles of 20–50 users, with full-scale operational deployment planned for the COTALand grand opening, summer 2026

Producer | INVI Mind Health | May–Dec 2022

- Led full product lifecycle for a patient- and provider-facing mental health platform focused on veteran suicide prevention, integrating machine learning, AI, and wearable device technology
- Owned end-to-end product development including UX design, human-centered field research, live user testing and validation, backlog prioritization, roadmap development, and release execution
- Managed cross-functional distributed team across engineering, UX, and clinical stakeholders in a fully agile environment

Leadership & Culture Advisor | International AAA Game Studio (NDA) | May–July 2019

- Engaged by a globally recognized AAA game publisher for an embedded executive advisory engagement
- Conducted comprehensive assessment of product development culture, team dynamics, and leadership effectiveness at the studio level
- Delivered strategic recommendations navigating the cultural and operational tensions between American and Japanese business practices, addressing communication gaps, workflow misalignment, and leadership expectations across both organizational cultures.

Executive Producer | Carnival Corporation | 2016–2019

- Led end-to-end product development of a fully connected shipboard casino and guest experience ecosystem spanning five products: Electronic Gaming Machines (EGMs), a physical blackjack table app enabling guests to place digital bets via Ocean Medallion wearable, a mobile roulette game (iOS/Android), and a guest platform app powering on-ship activities, payments, and IoT integrations.
- Managed a core distributed team of ~15 and a distributed game development studio of 15 across a \$2.5M budget
- Piloted MVP on a single vessel, then drove fleet-wide rollout across the ~14-ship Princess Cruises line
- Conducted live on-ship field research across multiple voyages, interviewing and testing with ~100 real guests to gather direct user insights that were prioritized and integrated into the shipping product
- Coordinated with multiple onboard technology and security stakeholders to securitize and launch applications within the ship's closed network ecosystem.

Fractional Executive Producer | Rallyhood | April 2015 - June 2015

- Embedded as acting EP during a leadership transition, maintaining full platform development continuity on a live SaaS community engagement platform serving purpose-driven member organizations
- Drove roadmap prioritization, feature-to-market alignment, and internal process improvements
- Designed and executed user research programs with cancer patients and their families, focused on the platform's primary acquisition funnel — documenting insights and integrating findings directly into the product backlog to improve the live experience

Advisor | The Access Partnership | 2014

- Leadership and process improvement consulting. Corporate restructuring advisory. Tech stack audit and resulting enterprise SaaS platform integration.

Strategic Advisor | Aspyr Media | Oct 2014–Mar 2014

- Conducted in-depth product funnel analysis targeting user acquisition, retention, and monetization for an existing mobile game title, delivering actionable recommendations to improve performance across the full player lifecycle
- Led strategic workshops with senior leadership to identify key business priorities for the incoming fiscal year, including evaluating the strategic question of whether to expand from game porting into original content development

Producer | Ustudio VideoShare for Salesforce | Jul 2013–Sep 2014

- Led user research, rapid prototyping, and full design-build-launch cycle for a video sharing plugin integrating directly into the Salesforce ecosystem
- Successfully delivered a functional, live Salesforce integration as the primary product milestone

Agile Transformation & Change Management | Disney Interactive - Connected Learning | Jul 2010–Mar 2013

- Designed and delivered agile methodology training for a fully distributed development team of ~18, introducing full-cycle agile frameworks and practices from the ground up
- Managed the end-to-end transition to the new agile operating model, overseeing adoption, process integration, and organizational change management through full implementation