

Victor Meinert

30 Years Building Products. Now Building Them at AI Speed.

Disney | Carnival | Electronic Arts | Circuit of the Americas

Hands-On Technologist | Human-Centered Design Leader | AI-Native Product Strategist

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PROFESSIONAL SUMMARY

Victor now works at the front of the product lifecycle, applying the same human-centered rigor that shipped enterprise platforms at Carnival and Disney to zero-to-one concept work. AI compresses months of validation into days, so a market question gets answered with evidence before development capital is committed.

He has built and led distributed organizations at scale, including an outsource art network spanning Beijing, California, and Seoul, a 45-person content pipeline in Russia, and the transition of a 150-person studio from waterfall to agile, with a consistent focus on team leadership and individual mentorship. At Digital Insight Games he inherited an unstable build and a high-defect pipeline, and left the team shipping on a monthly cadence with defects down 80 percent.

He works in enterprise environments and at pre-seed, on teams that are usually distributed across time zones and cultures. He has led fleet-wide rollouts across a fourteen-ship cruise line and validated concepts with real users inside a week.

CORE COMPETENCIES

AI: Design, build, and deploy full-stack rapid prototypes end-to-end using Claude Code: no dev team required. Leverage natural language prompting and human-centered design methodologies to give clients working proof-of-concepts in days, not months. Build custom Claude Skills that codify client workflows. Productize standardized agile production environments as scalable, repeatable processes.

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

Studio & Team Operations: Studio scaling, talent acquisition, cross-functional team management, team and individual 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 · Cowork · Code, Gemini, Jira, Confluence, Trello, Notion, Vercel, GitHub, Visual Studio, XCode/Simulator, Google Suite, MS Office.

PROFESSIONAL EXPERIENCE

Forward Deployed AI Prototyping & Validation Lead

Acceleration Agency | Apr 2026 – Present

- Forward deploys early with founders and companies to evaluate problem space and product-market fit assumptions, using AI pipelines to build rapid prototypes that de-risk those assumptions and enable high-value user and market testing before capital is committed.
- Leads embedded user research to map real workflows, surface friction points, and scope opportunities for targeted AI tooling.
- Deployed a video processing agent for educational SEO metadata through full-stack prototyping via natural language prompting. Separately, designing and architecting a single-pane-of-glass system for cross-tenant care coordination, currently in active development as a rapid prototype for user testing.
- Hand-built the agentic pipeline infrastructure powering rapid prototyping across every engagement.

Executive Producer

Digital Insight Games | Jun 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 into 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.
- Researched GDPR 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 principal client relationship owner and hands-on product development lead: 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).

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 (Facebook social game), managing ongoing development and structured sunset.
- Conceived and developed an original experimental social game with MMO elements, taking it through live geo-testing.
- Led early-stage development of a new multiplayer title based on a marquee Marvel IP.
- Established and scaled a 45-person outsource art content pipeline in Russia, including contract negotiation, art approval workflows, and full integration pipelines.
- 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 Richard Garriott (creator of Ultima) and Starr Long, scaling from founding to acquisition by NCsoft in under 6 months.
- Progressed through Art Director, Art Production Director, and Producer roles 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 delivering 500+ animation assets in 8 months.
- Built and operated a proprietary outsource art production network spanning 4 locations: an internal studio of 60 in Beijing, two California-based studios (9 and 15), and NCsoft HQ in Seoul, totaling ~85+ managed heads internationally.

Art Director & Art Production Director

Electronic Arts – Origin Studios | 1995 – 2001

- Progressed from Artist/Animator to Art Director across 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.

SELECTED CLIENT ENGAGEMENTS

Delivered through The Acceleration Agency consulting practice.

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.
- Phase 1: 6-month market evaluation across enterprise SaaS platforms (Monday.com, Salesforce, Asana, Wrike, Procore). Phase 2: Prototyped client's primary pipeline to validate fit. Phase 3: 6 months of embedded requirements gathering across all core operations. Phase 4: Full data migration strategy. Phase 5: Multi-weekend cutover schedule spanning 6 weeks.
- Managed change across four distinct user personas with role-specific onboarding, hands-on training, and iterative platform customization. Navigated organizational resistance to achieve full operational adoption.
- Architected ongoing support model with EU-based Monday.com Platinum Partner as long-term platform partner.

Executive Producer

COTALand · Circuit of the Americas | May – Aug 2025

- Led a team of 9 to design and build a dual-app platform: 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.
- Delivered foundational platform architecture into live user testing in fall 2025, supporting 20–50 active users. Full deployment planned for 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, 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.
- Delivered strategic recommendations navigating cultural and operational tensions between American and Japanese business practices.

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: EGMs, a blackjack table app with Ocean Medallion wearable betting, a mobile roulette game (iOS/Android), and a guest platform app for on-ship activities, payments, and IoT.
- Managed a core distributed team of ~15 and a 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 with ~100 real guests.

Fractional Executive Producer

Rallyhood | Apr – Jun 2015

- Embedded as acting EP during leadership transition, maintaining full platform development continuity on a live SaaS community engagement platform.
- Designed and executed user research programs with cancer patients and their families, focused on the primary acquisition funnel.

Advisor

The Access Partnership | 2014

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

Strategic Advisor

Aspyr Media | Oct 2014 – Mar 2015

- Conducted product funnel analysis for user acquisition, retention, and monetization on an existing mobile title.
- Led strategic workshops with senior leadership on key business priorities for the incoming fiscal year.

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 into the Salesforce ecosystem.

Agile Transformation & Change Management

Disney Interactive – Connected Learning | Jul 2010 – Mar 2013

- Designed and delivered agile methodology training for a fully distributed team of ~18.
- Managed end-to-end transition to the new agile operating model through full implementation.

CIVIC AND IMPACT WORK

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 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, and future-casting.

EDUCATION AND 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.