

Tarmo Vannas

Chief Design Officer / Head of Design

hello@tarmovannas.com

tarmovannas.com

linkedin.com/in/tarmovannas

Chiang Mai, Thailand · EMEA / APAC time zones · Remote-first since 2012

AI-workflow since 2023 · AI-first / AI-native since 2025 · Crypto-native since 2017

SUMMARY

Design leader with 25+ years of hands-on, craft-first, and strategic end-to-end experience across product, brand, UX/UI, and design leadership. 5 years at CDO level. I've built brands, design systems, and digital products from 0 to millions of users. Covering DeFi wallets, DEX platforms, blockchain ecosystems for DAOs, payment systems for central banks, and brand systems for deep-tech ventures. My work spans visual identity and brand strategy, web and mobile UX/UI, marketing collateral, web dev with modern stack, motion, audio, content, PR, and most things adjacent. AI workflows since 2023 across design, research, code, copy, image and video. Working remotely with global teams since 2012. Crypto-native since 2017. Complex industries, design with impact. Decentralized money, clean energy.

EXPERIENCE

Soramitsu

Feb 2020 – Present

Award-winning global blockchain fintech company specializing in tech for central banks, governments, and financial institutions. Creator of Cambodia's national digital currency Bakong, CBDC PoCs with multiple central banks across APAC, blockchain-based digital savings bond system for Palau. Creator of Hyperledger Iroha (Linux Foundation) and SORA decentralized finance ecosystem including Polkaswap and Fearless Wallet.

Head of Design and Brand (2020) → Chief Design Officer (2021)

- Built and led the design organization from 0 to 10+ across Product Design and Brand Experience teams
- Created 10+ brand identities and design system architecture serving DeFi, enterprise, and government products
- Led product and brand design for Fearless Wallet, Polkaswap, SORA Wallet, SORA Card, Tonswap, and more
- Oversaw design for CBDC and government payment platforms across multiple countries, including Cambodia's Bakong
- Proposal creation for central banks, gov institutions, and DeFi communities: layouts, infographics, product screens, etc.
- Participated in crypto project governance, hands-on product testing to stay close to UX and inform design decisions
- Managed corporate web, hands-on as front-end dev when needed and coordinating with engineering teams
- Directed corporate brand stewardship, visual comms, press, government-grade docs for central bank stakeholders
- Produced professional brand and product videos, motion graphics, leveraging a background in music production
- Represented Soramitsu and SORA at blockchain events internationally, including presentations and panel appearances
- Produced and backstage-hosted the annual SORA Economic Forum, managing live production, video/audio transitions
- Owned English-language quality across public-facing comms, UX copy, reviewing marketing materials
- Filled operational gaps across the org as needed enabling a lean team to move fast across a multitude of projects

Liberty Fusion

Feb 2026 – Present

Deep-tech startup commercializing 15+ years of Plasma Jet Driven Magneto-Inertial Fusion (PJMIF) research from Los Alamos National Laboratory's Plasma Liner Experiment (PLX). Working toward grid-scale clean fusion energy, with earlier-stage commercial applications in aerospace.

Freelance Design Consultant

- Designed the complete brand identity and brand system including logomark
- Led design and development of the company's high-end website positioning Liberty Fusion in the deep-tech investor and energy industry landscape
- Built brand and visual standards to support communications across investor, scientific, recruitment, and public audiences
- Ongoing engagement: monthly design and web retainer with larger project work as it comes up

Achenbach

Boutique fintech research, consultancy, and enterprise advisory

June 2016 – Jan 2020

Head of Design and Brand

- Led brand strategy and design for fintech and blockchain clients across the US, Europe, and Asia
- Developed visual identities, UX/UI and product design direction for early-stage crypto ventures
- Served as external design advisor to startups (including Soramitsu), identifying strategic design opportunities that led to CDO role

TokenomX

Blockchain networking and educational conference series in Thailand

Dec 2017 – May 2019

Head of Design and Brand

- Created the complete brand identity and visual system; designed all event materials, stage and digital presence, marketing collateral
- Built and maintained conference website and digital comms; Established visual standards for a premium blockchain industry event brand

Yellow.com

Unique services for the blockchain ecosystem

Nov 2018 – Mar 2019

Creative Director

- Designed marketing collateral, event materials, brand assets; Led visual design for a large-scale crypto industry event, from stage graphics to print and digital; Worked across brand, marketing, web dev and event design in a fast-moving early-stage environment

CoinTutor

Professional crypto trading education platform

Sep 2017 – Apr 2018

Creative Director

- Led overall creative direction for the platform and brand; Designed the product UX/UI for trading education modules
- Created brand identity and visual system from concept to launch; Directed content design strategy for complex financial education topics

Iglu

International software development, digital services and remote-work company based in Thailand

May 2013 – Mar 2017

Brand Identity and Design Consultant

- Served as long-term brand and design consultant for tech startup clients; Created visual identities, mobile and web app UX/UI and web presences for clients across the US, Asia, and Europe; Specialized in hospitality/sports and early-stage tech startup design

Taevas Ogilvy – Designer and Developer

May 2010 – Jan 2013

Fundamental – Design Director

Oct 2004 – Apr 2010

Division / LOOVVOOL – Art Director

Nov 2008 – Aug 2009

Entity Creative – Creative Director

Apr 2007 – Oct 2007

Velvet – Designer and Developer

Feb 2004 – Oct 2004

Age McCann – Designer and Developer

Jun 2000 – Feb 2004

Freelance – Designer and Developer

Oct 1997 – Oct 2004

Datel – IT Specialist

Jun 1997 – Aug 1999

SKILLS

Product Design

End-to-end ownership, product thinking, UX/UI design, interaction design, rapid (AI/code) prototyping, user research, information architecture, design systems, component libraries, content design, UX writing, microanimations

Design Leadership

Team building (0→10+), career frameworks, design operations, cross-functional collaboration, stakeholder management, player-coach leadership

Technical

Figma, Adobe Creative Suite (Ps, Ai, Id, Ae, An, Au, Pr, Acrobat), Lottie, Rive, Notion, GitHub, VS Code, HTML, CSS, JavaScript

Generalist Scope

Web development (by hand: HTML, CSS, JavaScript; AI-assisted: React/Vue), copywriting, PR and communications, audio and music production, video editing and motion graphics. Adjacent skills brought into design work whenever the project calls for them

AI-workflow

AI-assisted since 2023, AI-native/AI-first since 2025. Daily use of Claude, Codex, Cursor, ChatGPT, Perplexity, Subframe, Recraft, Midjourney, Leonardo, Runway, Google Flow, and others across design, research, code, copy, image, and video production

KEY PROJECTS

Fearless Wallet

Multi-chain DeFi wallet. Created brand, led design. 300K+ users, 80+ networks, 4.0+ app store rating. Kusama Treasury grant won with design mockups. Unique UI and UX.

SORA Wallet and Ecosystem

Self-custodial wallet with integrated DEX and neobanking card. Led design across wallet, SORA Card (Mastercard/IBAN), brand and social media.

CBDC and Enterprise

Design leadership across 6 country deployments: Cambodia (Bakong, 11M+ users), Laos, Solomon Islands, Papua New Guinea, Palau, Japan. Created Palau Invest brand identity.

EDUCATION

Estonian Business School

Bachelor of IT Management
(first 2 years completed, 2002-2004)

Brand and Identity

Brand strategy, naming, visual identity, logo design, logo systems, multi-brand architecture, style guides, brand governance, brand systems, brand voice and copywriting, art direction, creative direction, social media design

Visual Communication

Marketing collateral, illustrations, infographics, pitch decks, corporate materials, video production, motion graphics, government-grade communications

Audio & Music

Ableton, Cubase, iZotope, Melodyne, Waves. Original music production, audio editing, mixing, mastering, audio for video

Domains

Fintech, blockchain & DeFi, central bank payment systems, enterprise SaaS, telecom, open-source infrastructure, government technology, deep tech. Earlier career across advertising, marketing, music industry, hospitality, sports & wellness, and tech startups.

Work Style

Remote-first since 2012, distributed teams across time zones, async communication, documentation-driven, completely aligned with EMEA and APAC time zones (in practice I've also found ways to work with teams in the Americas)

Polkaswap

Cross-chain DEX on SORA network. Created brand, led design. First/best DEX in the Polkadot ecosystem with an Ethereum bridge. 18M+ transactions. Unique UI and UX, on-chain order book.

Tonswap

Telegram Mini App-first DEX for the TON/Telegram ecosystem. Created brand and product design. Concentrated liquidity made accessible through unique Simplified DeFi UX. Pre-launch.

Soramitsu Corporate Brand

6 years of brand stewardship. Responsive logo system, multi-brand architecture, government-grade communications, annual nengajo, anniversary logos.

LANGUAGES

Estonian (native); English (full professional fluency, largely self-taught through immersion, with 25+ years of professional use and formal academic validation through advanced level exams); Finnish (limited working proficiency, self-taught through immersion); Russian and Japanese (very basic beginner level); currently self-learning Swedish and Thai through immersion.