

WILLIAM WOLFF HERBERT

EXPERIENCE ARTIST,
DESIGN STRATEGIST.

Endorsements

"He's incredibly skilled - not only at thinking things through but also delivering something concrete and REAL."

Jordan Pitts
UI Lead at **Turn 10 Studios**

"He is meticulous, articulate, inquisitive, and has a growth mindset. Will would be a great addition to any UX design team."

Nick Finck
former **Head of UX Design** at
Facebook, Deloitte, Amazon

Design Expertise

Design Research
Information Architecture
Content Strategy
Branding & Identity
Interaction Design
User Interface
Graphic Design
Prototyping & Usability

Software Tools

Sketch
InVision
Balsamiq
Photoshop
Illustrator
Procreate
Adobe XD



portfolio
williamwolff.design

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/in/wisewolff

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908 625 3981

Work Experience

Product Designer at Microsoft - Turn 10 Studios

Contributed significant research, design, and prototyping efforts to two entries in the critically-acclaimed **Forza Motorsport** racing franchise.

- Leveraged community feedback in developing new game features— including a redesigned storefront, HUD, and messaging system.
- Conducted design research and led collaborative brainstorming so as to craft informed proposals backed by team consensus.
- Prototyped next-gen navigation systems and information architecture, collaborating with leaders in art, design, content, and engineering.

Digital Designer at WISEWOLFF

Orchestrated creative direction and UX methodology for a wide variety of client projects ranging in scope, budget, platform, and industry.

- **Kunfer Travel:** Utilized user studies and shared vision workshops in establishing MVP interface and interaction design for a travel startup.
- **Price Patrol:** Led a team of four in iterative UX processes, resulting in a strategic, Material-centric redesign of a mobile price-tracking tool.
- **[re/Action]:** Provided UX and web design services to a non-profit magazine promoting marginalized voices in the games industry.

Founder at Cult Quiet Collaborative

Organized a bootstrapped game dev. collective, leading a small team in the creation of an educational game demo exploring clinical depression.

Interaction Designer at PayPal

Aided corporate product teams in the development of a coupon site, an internal client management tool, and a companion app for card readers.

UX / UI Designer at 10% Happier (fka Change Collective)

Collaborated extensively with a wellness startup, ultimately guiding UX and UI through the completion of two successful pilot programs.

Education

UX Design Immersive — 2017
General Assembly | Seattle, WA

Dual Degree BFA — 2016
Media Arts + Game Design
Northeastern University | Boston, MA
dean's scholarship, magna cum laude
