

Introduction

Experienced, proven design leader focused on Retail, Experiential and Service Design for top global brands. Solutions-oriented, with a well balanced skill set and a strong attention to detail; crafting meaningful, inquisitive and lasting human experiences to drive user engagement and business goals.

Experience

LANDOR

Design Director, Experience | *September 2023-Present*

- Responsible for daily direction for team of designers on ongoing projects for Fortune 1 client.
- Guide studio practice, ways of working and staff management across remote team.
- Help to develop younger designers and foster inclusive and encouraging culture.

Senior 3D Designer, Experience | *May 2022-September 2023*

- Lead projects for category-redefining retail experience with top consumer brands and retailers.
- Worked cross-functionally with various disciplines including Client Services, Strategy and Creative.
- Interfaced directly with Design leadership at partner brands on high priority retail experience programs.

EDWARD JONES

Service Designer | *September 2021-May 2022*

- Worked to create net-new and optimized services across Firm offerings for Financial Advisors and clients.
- Facilitated cross-functional workshops, utilizing Design Thinking methodologies.
- Integral in the future evolution of the Firm and establishing Service Design department.

NIKE

Service & Experience Designer (Contract) | *November 2020-September 2021*

- Worked with Nike Service & Athlete Experience team to craft consumer and Athlete (store associate) experiences in Nike stores.
- Responsible for distilling research and creating data-driven solutions for consumer experiences.
- Refined existing Services to optimize for consumers and Athletes, as well as create net-new Services and Experiences for store concepts.
- Created internal Library for service journeys, blueprints and toolkits, and established visual language.

STUDIO WILL WETHERILT

Owner, Lead Designer | *May 2017-Present*

- High-quality, effective creative direction for Fortune 500 and emerging brands alike.
- Creation of cohesive spaces and experiential activations ranging from budget-constrained in-store displays to full scale flagship retail concepts.
- Present to and collaborate directly with brand collaborators alongside internal agency teams.

DCI-ARTFORM

Senior 3D Designer | *August 2012-May 2017*

- Lead design projects with a portfolio of brands across a wide variety of industry sectors.
- Managed Consumer Electronics design team beginning in 2014 and successfully helped recruit new talent.
- Worked with account teams to generate over \$30m in sales based on design in first two years.

Education

MILWAUKEE INSTITUTE OF ART AND DESIGN | *Milwaukee, WI*

BFA, Industrial Design *2009-2012*
Dean's List

BEZALEL ACADEMY OF ARTS AND DESIGN | *Jerusalem, Israel*

Industrial Design *2011*
Study Abroad Program

MINNEAPOLIS COLLEGE OF ART AND DESIGN | *Minneapolis, MN*

User Experience Design *2020-*
Professional Certificate (in progress)

Skills

Autodesk 3DS Max
SketchUp Pro
Chaosgroup VRay
Enscape
Unreal Engine
Autodesk AutoCAD

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Keynote
Figma
Sketch

Design Thinking
Market/Trend Analysis
Brand Strategy
Client Presentation
Client Services
Ideation Sketching

Retail Design
Experience Design
Service Design
User Experience
Journey Mapping
Blueprinting