

WILL TWOOD

I'm a product designer focusing on projects that live at the intersection of engineering, interaction, and aesthetics— both in the digital and the material world.



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FREELANCE DESIGNER

5/15 - present

- UI/UX design and competitive strategy consultation
- 3D modeling and interaction design for Augmented/Virtual Reality
- Data visualizations and technical graphic design
- Logos, motion graphics, promotional graphics, art commissions
- Investor pitch and slide deck design
- Graphic design for print documents and case studies
- [My tutorial](#) included in Autodesk Instructables "Best of 2016"
- Featured in Make Magazine July 2017 Issue

CO-FOUNDER

coolbeams LLC, 6/11 - present

Our flagship product at coolbeams, "Spectra-cles," is a unique fusion of user interaction, mechanical engineering, and fashion.

- Invented the novel mechanical design for our flip-up glasses
- Sketching, ideation, and rapid prototyping, using laser cutter and CNC
- User-testing, ideation, and refinement
- Manufacturing: CAD and flow simulation for injection molding tools
- Sourced foreign and domestic parts and labor for fabrication
- Packaging design, advertisement, and social engagement strategy
- Sold out of online and retail inventory of 1,000 pairs

PRODUCT DESIGNER

Kaading Games, 8/11 - 5/15

As the first hire, I worked on a diverse set of projects, from high level strategy formulation, to directly designing and building the product.

- Conceived game interactions and created functional prototypes
- Created concept art and mock-ups
- Modeled/rigged 3D assets and created their custom shaders in OpenGL
- Development with Unity 3D/Xcode using Javascript, C-sharp and Obj-C
- Conceptually and graphically designed the investor pitch
- Presented product demos to investors

GRAPHIC DESIGNER

Keane Design, 6/10 - 12/10

I designed and formatted figures (tables, flow-charts, diagrams) for technical pharmaceutical books that explained the legal and scientific process governing the evaluation and release of new drugs.

EDUCATION

Stanford University, B.S.
Mechanical Engineering:
Product Design, 2011

DIGITAL TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Muse
Sketch, InVision
Rhino, Blender
Autodesk Inventor
Unity 3D
Final Cut Pro/iWork
Programming basics

PHYSICAL TOOLS

Sketching / Mock-ups
Rapid Prototyping
Laser-cutting
CNC
3D Printing
Welding
Woodworking
Injection Molding

DESIGN THINKING

Need-finding
Ideation, brainstorming
Interaction design
Iteration
Usability testing
Creative solutions
Refinement
Branding / Identity

ARTWORK