

Will Crum

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Will is an experience designer and design strategist dedicated to finding solutions that make the world safer, saner, and more delightful.

EDUCATION

School of Visual Arts 2018

MFA, Products of Design

UNC Chapel Hill 2013

BA, Journalism and Mass
Communication, English minor

SKILLS

Conceptual

Ethnographic research
Writing, editing
Systems thinking
Project management
Prototyping

Technical

Sketching
Storyboarding
Illustration
Graphic design
UX/UI design
System mapping
Scenario mapping
Wireframing
Video production
Interviewing
3D modeling
Digital fabrication
Woodworking
Sewing

Tools

Illustrator
InDesign
Photoshop
Premiere Pro
Xd
Sketch
Flinto
Rhinoceros
Keyshot
Keynote

WORK

Experience Designer, Pienso

Brooklyn, NY | June 2017 – Aug 2017

- + Worked directly with the CEO, CTO, and Director of Engineering to build a practical understanding of “human-in-the-loop” machine learning and the platform’s current user flow
- + Conducted interviews and used card sorting to develop and codify an internal lexicon document in response to the confusing variety of terms used by the team
- + Organized and illustrated the optimal flow and feedback for a user navigating Pienso’s “lensing” process — producing a map and storyboard that have since become critical reference documents for new hires
- + Wireframed multiple iterations of a screen interface designed to make the machine learning process approachable for non-programmers
- + Designed all branded collateral for the fledgling company, including: master assets for logo and brand name lock-up, business cards, letterhead templates, event brochures, on-premise signage and assorted swag

Account Executive, BBDO

New York, NY | May 2013 – July 2016

- + Oversaw execution of integrated brand-level campaigns on an international scale, from initial brief through ideation, refinement and production, to delivery
- + Stewarded the launch of a new Fortune 50 company, Hewlett Packard Enterprise
- + Managed production and successful delivery of diverse media, in the US and abroad, including: broadcast ads; standard and custom digital display units; print ads and out-of-home signage
- + Marshalled an international team in clear and synchronized timelines, operating as the key liaison between client, internal and partner parties
- + Sketched storyboards and wrote copy when creative personnel were stretched too thin
- + Promoted from intern to assistant account executive to account executive within 11 months

RECOGNITION

SheServed, Products of Design at SVA

Core77 Student Runner Up, Strategy & Research – 2017

Core77 Student Notable, Design for Social Impact – 2017

- + Interviewed NY Harbor VA hospital staff, veterans, and civilians to build a model of existing cultural norms and perceptions of women veterans
- + Developed the *#SheServed Postcard Stories Project*, a proposed experiential campaign that combines a platform for celebrating women servicemembers’ achievements with an accessible, shareable brand identity