WILLIAM FELKER gndclouds@icloud.com 1.608.719.8578

EXPERIENCE

Tiny Factories

2019 - Present

Co-Founder

Working as indiepreneur to create a community that builds and launches products each month in order to achieve financial independence.

Freelance Designer

2014 - Present

gndclouds.cc

Have been working as a freelance Interaction Designer and UX Researcher for IDEO, Xerox PARC, Audi Air, Future Partners, Workshop Cafe, Udacity, California College of the Arts, Eleven Eleven Journal, and Palace Games. In these roles I have worked in Medical, IOT, Energy, Ed-Tech, P2P, and Blockchain.

Dubberly Design Office

2019

Interaction Designer

I worked on system architecture, and packaging design for large medical company and heating and cooling company.

Speechify

2019

UX Researcher & UI Designer

Focused on community outreach and scoping new feature implementation while growing an active beta community to test new features and UI elements.

Udacity 2018 - 2019

UX Researcher

Worked across design, content development, and tool development teams to research strategies for evaluating cource material and new tools for students.

Xerox PARC 2018

Research Assistant

Worked across teams to develop prototypes which demonstrated the viability of internal research projects for consumer markets.

IDEO, CoLab 2016 - 2017, 2018

Colab Fellow

Collaborated with partner companies on exploring emerging technologies including AI, blockchain, and IOT to understand their implications in health, finance, energy, and food sustainability domains.

IFTTT 2017

Product Consultant

Lead user research phase to determine the viability for a new product called Maker Platform.

Maker Media 2015

Creative Technologiest

Built, tested, and documented projects submitted for publication. Partnered with authors, editors and others to resolve problems with project instruction.

IDEO 2015

Interaction Design Intern

Served as an Interaction Designer with a focus on research, conceptualizing, and prototyping solutions within education, health care, and consumer retail.

Intel 2014

UXR Hardware & Software Prototyper

Created a product to enable novice makers to begin making in group environments. Led the design research phase and prototyping of the physical hardware which resulted in a new PCD shield and maker kit utilizing the Intel Galileo.

EDUCATION

California College of the Arts

2016

BFA: Interaction Design with distinction (STEM Approved)

FACILITATION

California College of the Arts

2017

Led various workshops on the design methodolgy of "thinking wrong" with department chairs.

SooChow University - Taiwan

2017

Presented to SooChow University on the design methodology of "thinking wrong".

Chen Kung Senior High School - Taiwan

2016

Led various workshops in the design methodology of "thinking wrong" with chairs and departments.

Tutoring at California College of the Arts

2013 - 2016

Taught students at CCA how to build out hardware, develop coding skills, and work with HTML, CSS, and JavaScript.

PUBLICATIONS

Glance | Winter 2018-19

2019

A CCA publication on how our team is looking to change the way we think of utilities. This article was part of the IMPACT award anouncement listed bellow.

Learning The Right Way To Think Wrong

2018

A feature on the last 3 years of Secret Project and how it has influenced our professional practice.

VOLUNTEERING

Dynamicland

2018 - 2020

As a volunteer I help give tours and build things in RealTalk.

PROFICIENCIES

Analog

Thinking Wrong Sketch
Mind Mapping Final Cut
Systems Design Motion
Hardware Prototpying Rhino

Concept Generation Adobe CC [II, Ps, Lr, Id]

Digital

Woodworking Cinema 4D
Systems Thinking Unity & Unreal
Workshop Facilitation HTML / CSS
Design Thinking React
Storytelling Javascript
UX Research Framer X

AWARDS

IMPACT Award

2018

The IMPACT Award is a competition, awarding the top two individuals or teams with \$25,000 and a network of resources to complete an innovative project cultivating social and/or environmental responsibility.

Intel 'aha' award

2014

Best intern project summer fo 2014.