



Severin Wille

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EXPERIENCE DESIGN LEADER

A visionary Design Leader with deep expertise in B2B/B2C software development and business transformation, I help architect human-centered solutions and processes that drive user engagement and accelerate business outcomes across diverse industries such as FinTech, Entertainment, Manufacturing, Travel and Healthcare.

My leadership is characterized as creating inclusive, high-performing teams capable of tackling complex challenges with elegant, scalable design solutions creating the best possible user experience. I excel in connecting the dots between business goals and user needs, leveraging system approaches stimulating consistency and innovation.

Committed to pushing the boundaries of design, I cultivate psychological safety enabling creative excellence, continuous improvement, and embedding design thinking into the core of strategic business decisions.

KEY SKILLS

- Inclusive Leadership
- Coaching / Mentoring
- Design Execution
- Organized Multi-Tasker
- Speaks Design, Customer, Engineering, Business
- Innovative Complex Problem Solving
- Data Driven
- Tech Savvy / Cutting Edge Tech

EXPERIENCE

Principal

SEVERIN WILLE CONSULTING

2020 – now

Tailor user experiences to meet the unique needs of businesses. Evaluate and enhance product and design processes to ensure high-value solutions, with a specific focus on emerging technologies like XR/AR/VR and AI.

VP, Product Design

RANGLE.IO

2021 – 2023

At Rangle.io, a global design system and digital transformation consultancy, I enabled us to work with diverse industry segments, including Fintech, Healthcare, Telecom, and Travel, while catering to clients such as BMO, Klik2Pay, TIAA, SVI, Momentive, jetBlue, Angfa, Medtronic, Anderson Holdings, Bell, Varis, and others.

I built and mentored a high-performing, diverse design team that enhanced client capabilities by collaboratively crafting scalable digital experiences to drive business growth. We acquired clients through design work and bolstered sales through focused design proposals and expertise. Facilitated agile development processes and fostered a culture where designers seamlessly integrate into delivery teams, being a valuable partner.

- I brought-in and extended client engagements by showcasing our design expertise and created processes and tools (like Radius, a design system toolkit) to help kick start and optimize project work.
- Fostered trust and disseminated design knowledge across non-design functions within both Rangle.io and client organizations, solidifying and advancing the strategic importance of design.
- Established a psychologically safe, open, transparent, constantly developing design team culture through processes including and supporting all Rangle.io crafts – scaling the team to 3x its size.

Sr. Experience Design Manager

AUTODESK

2006 – 2020

Fusion 360 Manufacture (2018 – 2020)

Created a connected, cohesive user experience through leading a cross functional, geographically dispersed design team, integrating subtractive, additive, nesting and metrology technologies into a single platform

- I helped increasing Fusion Manufacturing user subscription by 30k+ active users, through co-creating our product vision, prioritizing and executing on business goals and the product user experience.
- I advanced the strategic value of design within the organization by building trust with development and product management and other core functions across the organization.
- Improved experience team engagement results by 18% within a year through team building, training exercises and mentoring
- Significantly improved customer satisfaction by incorporating stakeholder feedback, customer research, usage data, and customer sentiment informing helping prioritize features for releases.
- Aligned teams and product interaction consistency by providing feedback and reviewing designs relative to strategic goals and feature implementation.

Digital Manufacturing, Additive, Production, Factory (2016 – 2018)

Led and oversaw creative development of additive manufacturing, shop floor management, factory design, and 'generative design' solution

- Hired, assembled and mentored a highly effective, local and remote experience design team
- Enabled subject matter expertise learning for our team through external industry partnerships
- Established user research as integral part of the development process resulting in highly informed prioritization and workflow improvements
- Transformed Autodesk Netfabb UI improving workflows to become a prime manufacturing product

3D Printing / Project Spark / Print Studio (2015)

Provided strong managerial, creative and strategic expertise creating an additive printing solution platform, ecosystem, and highly automated, easy to use 3D print preparation software for the consumer market.

- Built a printing lab, establishing in-depth domain expertise and a more efficient development/testing process for teams involved

Principal User Experience Designer - Product Design Team Lead

AUTODESK (formerly known as ALIAS and ALIAS|WAVEFRONT)

2003 - 2014

LMV (large model viewer) component Autodesk 360 (2013 – 2014)

- Created a unified experience of a WebGL based 2D and 3D viewing platform and navigation solution allowing anybody to easily view their 3D data.

A360 Mobile app (2013)

- Created a mobile communication and viewing tool by overseeing and reviewing designs for iOS and Android applications

Autodesk Opticore Studio (2012)

- Supervised modernization of visualization capabilities and taught results to 10+ year Audi visualization veterans successfully, enabling them to shorten their workflows by 30% with higher visual quality

Autodesk Showcase (2003 – 2012)

- Designed and implemented a high end hardware and software visualization tool reducing setup and preparation of interactive visuals significantly as product owner and experience design manager

OTHER RELEVANT EXPERIENCE

Senior Product Specialist (Interaction Designer)

ALIAS (formerly known as ALIAS|WAVEFR)

- Developed Graphic and User Interface Design for various projects including Alias and Maya

EDUCATION

Art Center College of Design – Industrial Design Bachelor’s degree

PROFESSIONAL DEVELOPMENT

Autodesk Business Leadership Experience (ABLE)

Renishaw Additive manufacturing training

Agile 101 training and Cutter Consortium - Agile Software Development

Situational Leadership Training – The Ken Blanchard Companies

Pragmatic Marketing - Practical Product Management Seminar

EnviroNics Communications Inc. - Media Skills Training

McGill Executive Institute - Project Management Seminar

TECHNICAL SKILLS

- Microsoft 365: PowerPoint, Word, Excel
- Adobe Creative Design Suite: Photoshop, Illustrator, Premiere
- Sketch, InVision, Abstract, Figma
- Camtasia, DaVinci Resolve
- 3D applications: Fusion 360, Alias, Maya, others
- Zoom, WebEx, Teams, Google Meet and others

AWARDS

Oscar, Academy Award of Merit for Maya

LANGUAGES

English, German, Computereze, Design, Engineering, Business, Science