

## Résumé

### Monika Wolff

Design leader, design thinker, team builder

#### Skills

Product design, brand design and development, cross-functional leadership, design systems, design team building, presentation design

#### Technology

Expert in Sketch, Adobe CC products (Illustrator, InDesign, XD, Photoshop etc.), Principle, Invision, PowerPoint and Keynote, and so many different collaborative design tools it sometimes makes my head spin. Working knowledge of Xcode storyboard editor to build prototypes. Basic knowledge of HTML5, CSS, Swift.

#### Industries

**Software** (Apigee, Applix, Adobe, vmware), **BI software** (Looker) **hardware** (AvNet, Logitech), **retail** (Driscoll's, Walkabout Harnesses), **education** (UCSC, UC College Prep, The New School).

#### Experience

2002 - present  
Owner/Design Director  
W+W Design

**W+W Design** is a cross-disciplinary design firm. As Creative Director and owner, I built and led cross-functional teams that designed and built products, websites, and brand systems for clients across many industries.

#### Facebook

- Fully embedded with Facebook's Business communications team to launch unified inbox, Automated responses and inbox improvements.
- Helped the Facebook loyalty team on build and launch a 0-1 Rewards product.
- Currently working with Facebook's Pages integrity team to make Pages a more secure product.

#### Looker

- Lead Looker's product team to build an component system for their embedded product *Powered by Looker*.
- Partnered with Lookers Embedded product team to integrate Powered by Looker product into their clients portals and products.

#### Apigee

- Redesigned Apigee's corporate website, increasing lead-

gen opportunities. Page views grew from 10K page views per month to 1M page views per month

- Lead internal and external teams to design and produce Apigee's launch of their first I ♥ APIs conference in just 60 days. It was an amazing event that created over \$2M in leads the first year and over \$4M in leads in the second year.

#### Adobe Systems

- Worked with Adobe in-house team to create an automated production workflow for ads, collateral, packaging and website. Trained the in-house team to use InDesign and new XML- and CMS-based workflow. Increased the speed and accuracy of asset production.
- Created a Demo assets system for the launch of Adobe Creative Cloud and Adobe's new mobile apps. Demonstrated the business value of the platform

This is a brief overview of what I accomplished at W+W Design. Please contact me and I would be happy to tell you more.

Dec 1995 - Dec 2002  
Designer/Art Director  
McDill Associates

Built and led the creative team at this award winning agency. Taught myself HTML and built the agency's first website when the Internet was young. Led the agency from being a print company to a cross-disciplinary print and digital agency. Created products that drove results and sparked growth.

Serviced clients from produce (Driscoll's, Grimmway Farms, Tanimura & Antle), food (Bell Carter Olives, Monterey Pasta), ag tech (buy produce), biotechnology (Caliper) and hardware (CoperCom)

#### Education

1995

##### BFA Product Design

Parsons School of Design, New York City

1992

##### AAS Environmental Design

Altos de Chavón School of Design, Dominican Republic

#### Event and conference engagements

2011-15, 2017

##### EG Conference

Designed and executed a creative experience for the attendees

2011 - 2017

**Adobe Max**

Worked with Russell Brown to coordinate, design, and teach at his pre-conference event, "Russell Brown at Max"

2006

**Art Directors Invitational Masterclass (ADIM)**

Taught class, "Designing Type with Warp and Me"