



WILLIAM VOLCOFF

Design Head
Creative Director
Serial Entrepreneur
Watch Addict

- Cross-disciplinary design expert.
- Mentor creative teams, Lead innovative culture.
- Plan / Design / Manage innovative product/brand portfolio.
- +14 years in China navigating the cultural chasm.
- Multi-awards design recipient.

**HOLISTIC DESIGN EXPERT
CONNECTING PRODUCT
AND BRAND INTO
MEMORABLE SPACES,
ONLINE & OFFLINE.**

A seasoned design professional with over 20 years of experience, he has worked with a wide range of clients, from luxury brands to technology startups to government agencies. He has a proven track record of success in managing complex projects, meeting deadlines, and staying within budget. He is also a skilled mentor and trainer, and is passionate about helping others develop their creative talents.

In addition to his professional work, he has also held teaching positions at the Shanghai Institute of Visual Arts and launched his own watch brand. In 2021, he merged his design agency with another company to create a new business that provides holistic design services. He is now an advisor and partner in this new company.

He is excited about the future and the opportunities that lie ahead. He is confident that his skills and experience will allow him to continue to achieve success in his chosen field.

CONTACT

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EXPERIENCES

WY&P Co-funder / Advisor | 2021 – today

Holistic design consulting agency supporting a wide range of companies: from Product + UI/UX development to Retail design to Packaging and full Experience and Service design.

www.wyandp.com

WOLKOV Founder | 2018 – today

Design, produce and sell innovative watches & accessories for men. Established partnership with companies on limited collections.

www.wolkov.design

SIVA University. sd school of Design Studio Manager / Creative Director Int'l. Dept.

Detao Group Esslinger Studio | 2016 - 2022

Supervise and lead all design educational-related staff. Define Studio design curriculum and organize day-to-day teachings activities. Promote studio to clients, close deals with businesses for creative workshops and design related speeches. Guest speaker in various universities and design forums.

Lead the international strategy for the group International department.

Lead +20 teachers / Mentor +60 students per year.

www.detaoesslinger.com

OCTOPUS INNOVATION Co-founder & General Manager | 2004 – 2021

Creative leadership and business development. Consulting projects on all design field: product development for luxury goods, consumer electronics, fitness equipment, brand development, packaging, web site, UX/UI, retail spaces, exhibition and landscape projects.

Lead 10 - 20 creatives / Manage & Deliver +200 projects

EDUCATION

Aalto University, Helsinki, Finland | 2006 - 2009

MA International Design Business Management. Minor in International Design Business Management. Cross-disciplinary program between faculties of Design, Business and Engineering. Strong focus on user-centered design and strategic innovation practices.

BIAD, Birmingham, UK. | 2005 - 2006

BA Industrial Design, Hons with honor. Anglo-Saxon design methodology on production processes and design for mass market.

ENSAAMA, Paris, France | 2003 - 2005

BA Product Design. French traditional design methodology on product development.

SOFT & HARD SKILLS

TEAM MANAGEMENT / CREATIVE LEADERSHIP / DESIGN STRATEGY / BUSINESS INNOVATION / CRITICAL THINKING / BRANDING STRATEGY / 3D VISUALIZATION / HAND SKETCHES / 3D MODELING / INTERIOR DESIGN / C4D + VRAY / ADOBE / SLACK / PROTOTYPING /