



# WILLIAM VOLCOFF

Creative Director  
Serial Entrepreneur  
Watch Addict

- Cross-disciplinary design expert shaping innovative cultures.
- Proven mentorship driving creative teams to excellence.
- Plan / Design / Manage innovative product/brand portfolio.
- +15 years in China navigating the cultural landscape.
- Multi-awards design recipient.
- Key speaker in design & business forums.

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

With 20+ years in design, I've partnered with a diverse mix of clients, from luxury brands to startups and government gigs. I enjoy bringing a creative touch to projects, hitting deadlines, and sticking to budgets.

Beyond design, mentoring and training creative minds gives me a real sense of fulfillment. I've been part of SIVA University (Detao Master Academy) for 6 years and rolled out my watch brand in 2018.

After overseeing my agency's merger, I'm ready for some new global adventures. The agency's running smoothly without my constant attention, leaving me room to weave my design experiences into exciting new projects.

After soaking up vibes in China for 15 years, I'm all set to lead global creative teams and engage with a diverse set of clients.

## CONTACT

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## EXPERIENCES

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### **WY&P** Co-founder & Advisor | 2021 – today

Co-founded a holistic design consulting agency through the merger of my previous 16-year-managed agency. Specialized in diverse services, including product and UI/UX development, retail design, packaging, and overall experience and service design. Achieved a positive result for three consecutive years, with an approximately 15% annual increase, demonstrating sustained growth and impact.

[www.wyandp.com](http://www.wyandp.com)

### **WOLKOV** Founder | 2018 – today

Founded an innovative watch brand with a focus on design, production, and sales of avant-garde watches and accessories for men. Successfully established partnerships with companies for the creation of limited-edition collections. Launched the second collection comprising 300 pieces, further expanding the brand's presence and impact.

[www.wolkov.design](http://www.wolkov.design)

### **SIVA University. sd school of Design**

Studio Manager & Creative Director Int'l. Dept. | 2016 - 2022

Managed and led design education staff, defining curriculum and organizing day-to-day teaching activities. Promoted the Studio to clients, closing deals for workshops and design-related speeches. Served as a guest speaker in universities and design forums. Led the international strategy for the group's International department, managing a team of 20+ teachers and mentoring over 60 students annually.

[www.detaoesslinger.com](http://www.detaoesslinger.com)

### **OCTOPUS INNOVATION**

Co-founder & General Manager | 2004 – 2021

Creative leadership and business development specialist with expertise in consulting across various design domains. Successfully managed and delivered over 200 projects, spanning product development for luxury goods, consumer electronics, and fitness equipment, as well as brand development, packaging, website design, UX/UI, and projects in retail spaces, exhibitions, and landscapes. Led and inspired teams of 10-20 creatives to achieve outstanding results.

## EDUCATION

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### **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. Master thesis on B2C bimolecular detection devices in partnership with Mobidiag, Finland-based biotech company.

### **BIAD, Birmingham, UK** | 2005 - 2006

*BA Industrial Design, Hons with honor.*

### **ENSAAMA, Paris, France** | 2003 - 2005

*BA Product Design.*