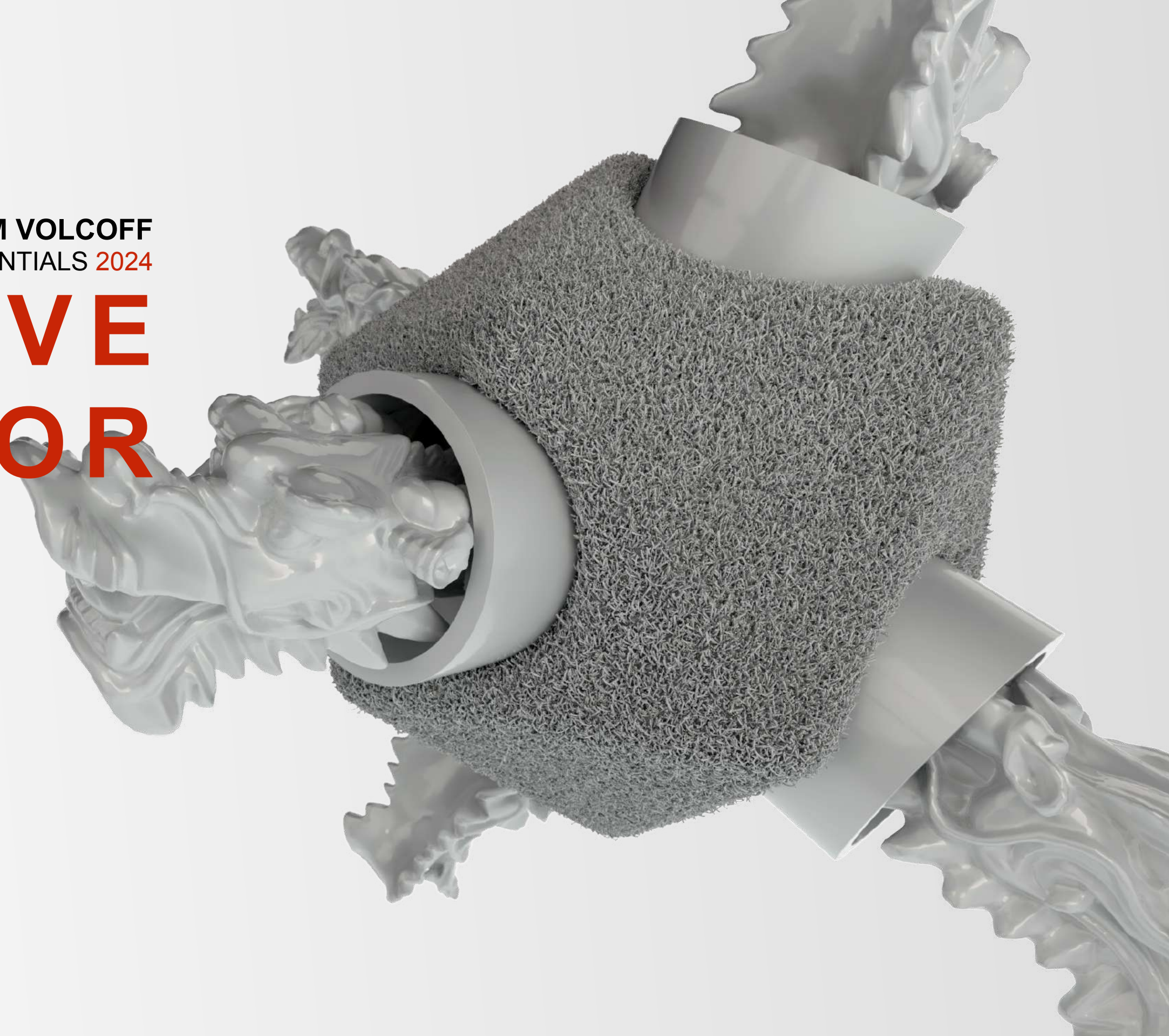


WILLIAM VOLCOFF
CREDENTIALS 2024

CREATIVE DIRECTOR





- Cross-disciplinary design expert.
- Mentor creative teams / Lead innovative culture.
- Plan / Design / Manage Product & Brand portfolio.
- +15 years in China navigating the cultural chasm.
- Multi-awards design recipient.

A seasoned design professional with over 20 years of experience, I bring an entrepreneurial spirit to my career, excelling at leading creative teams and fostering a proactive approach.

My extensive background includes working with a diverse range of clients, from luxury brands to technology startups and government agencies. Through managing complex projects, meeting deadlines, and adhering to budgets, I have consistently demonstrated a proven track record of success.

Having held leading positions at the Shanghai Institute of Visual Arts, I am also a skilled mentor and trainer, passionate about nurturing and developing the creative talents of others. My dedication to education aligns

with my commitment to personal growth and professional advancement.

My experiences with global brands have equipped me with an international standard for quality, reflecting a commitment to excellence in design. Additionally, navigating the intricacies of local brands has honed my ability to adapt and remain flexible to meet diverse client requirements. In 2021, I merged my design agency with another company, establishing a new business that provides holistic design services. As an advisor and partner in this venture, I am excited about the future and confident that my skills and experience will continue to drive success in my chosen field.

In conclusion, I am enthusiastic about stepping into a new role as a creative leader,

HOLISTIC DESIGN EXPERT CONNECTING PRODUCTS AND BRAND INTO MEMORABLE SPACES, EVENTS, ONLINE / OFFLINE.

leveraging my extensive design experiences spanning over two decades. My proven ability to lead creative teams, coupled with a track record of success in managing diverse projects, positions me as a valuable asset in driving innovation and achieving creative excellence.

Notably, my previous design agency continues to thrive independently, running seamlessly without my direct involvement. This affords me the freedom to explore and embrace new opportunities, bringing my wealth of design expertise to a fresh and exciting challenge. I am eager to contribute my skills, mentorship, and entrepreneurial spirit to a dynamic team, creating impactful and visually stunning solutions that resonate with clients and audiences alike.

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william.volcoff@gmail.com

Creative Director
Watch Addict





Forbes

MARZELLO

KTM



Cartier



Herend

vanke 万科

L'ORÉAL
PARIS



Mercedes-Benz



MOTUL

日加满



MOBIDIAG®

elica



PERGO®



swatch



Fissler



BOSCH

Disney

JCDecaux



Hedgren



BRAUN



SONY



Translate cultural insights to creative solutions with business impact.

GOOD DESIGN IS GOOD BUSINESS

What can he brings to your business?



Lead creative team to develop innovative retail solutions and add value to companies.

LOW TURNOVER LEADS TO STRONGER TEAM

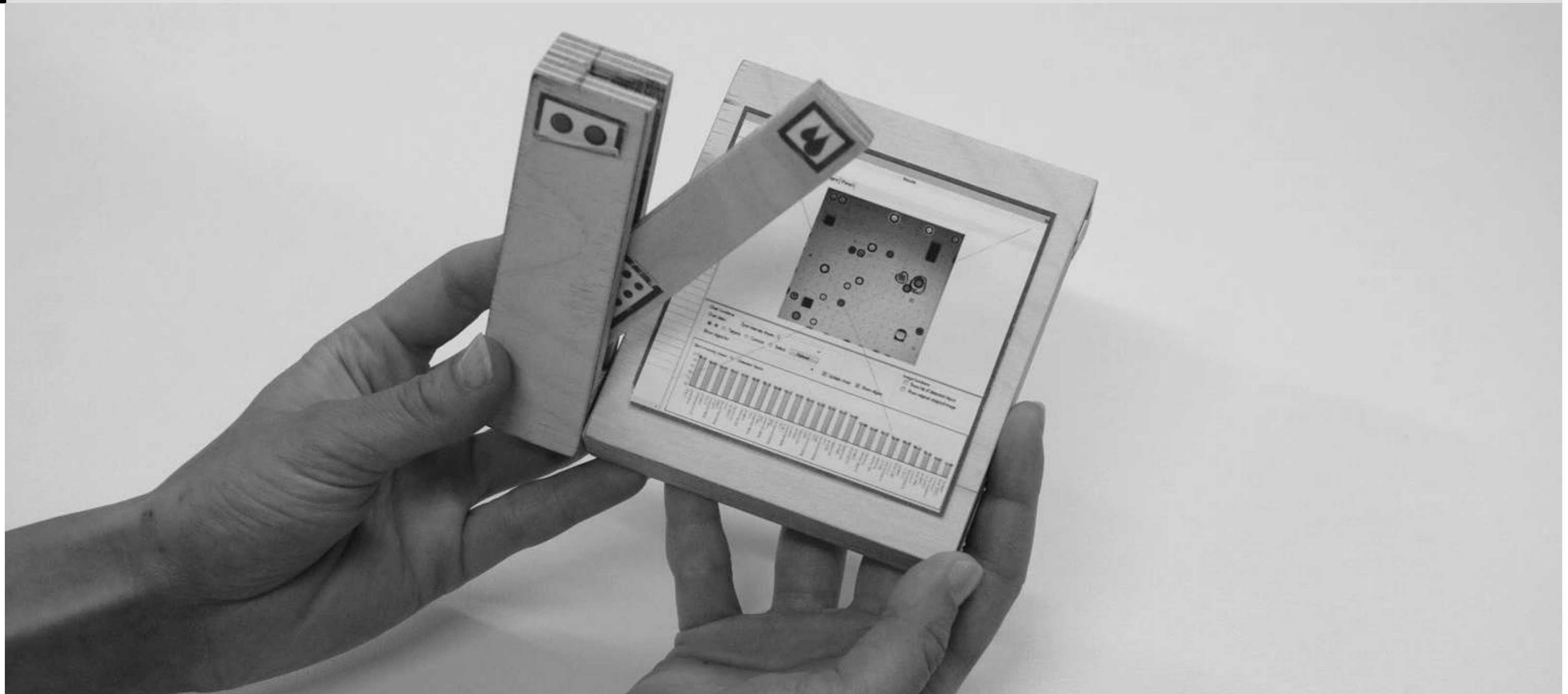
What can he brings to your business?



Holistic process to connect all aspects of design into compelling and profitable business solutions.

HOLISTIC THINKING REVEALS BUSINESS OPPORTUNITIES

What can he brings to your business?



+18 years Creative Direction to plan, develop and launch Products/Brands Online/Offline.

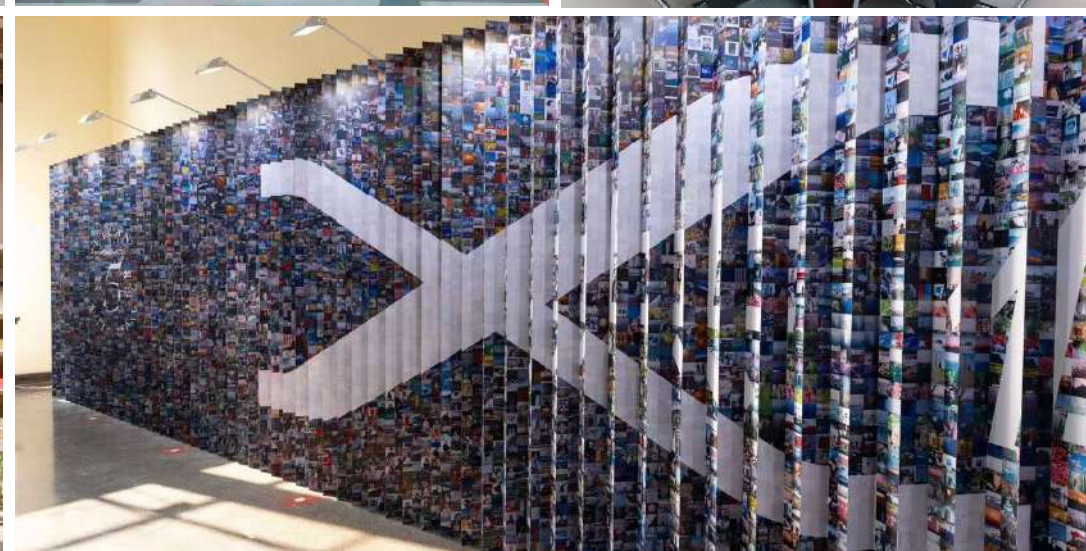
CROSS EXPERIENCES BRINGS CREATIVE THINKING



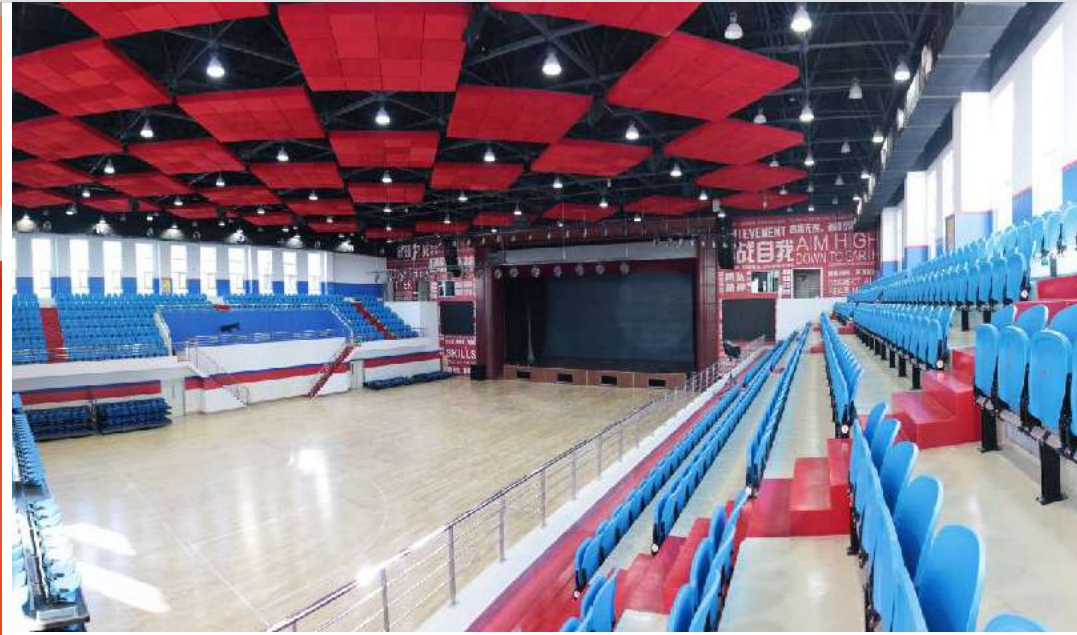
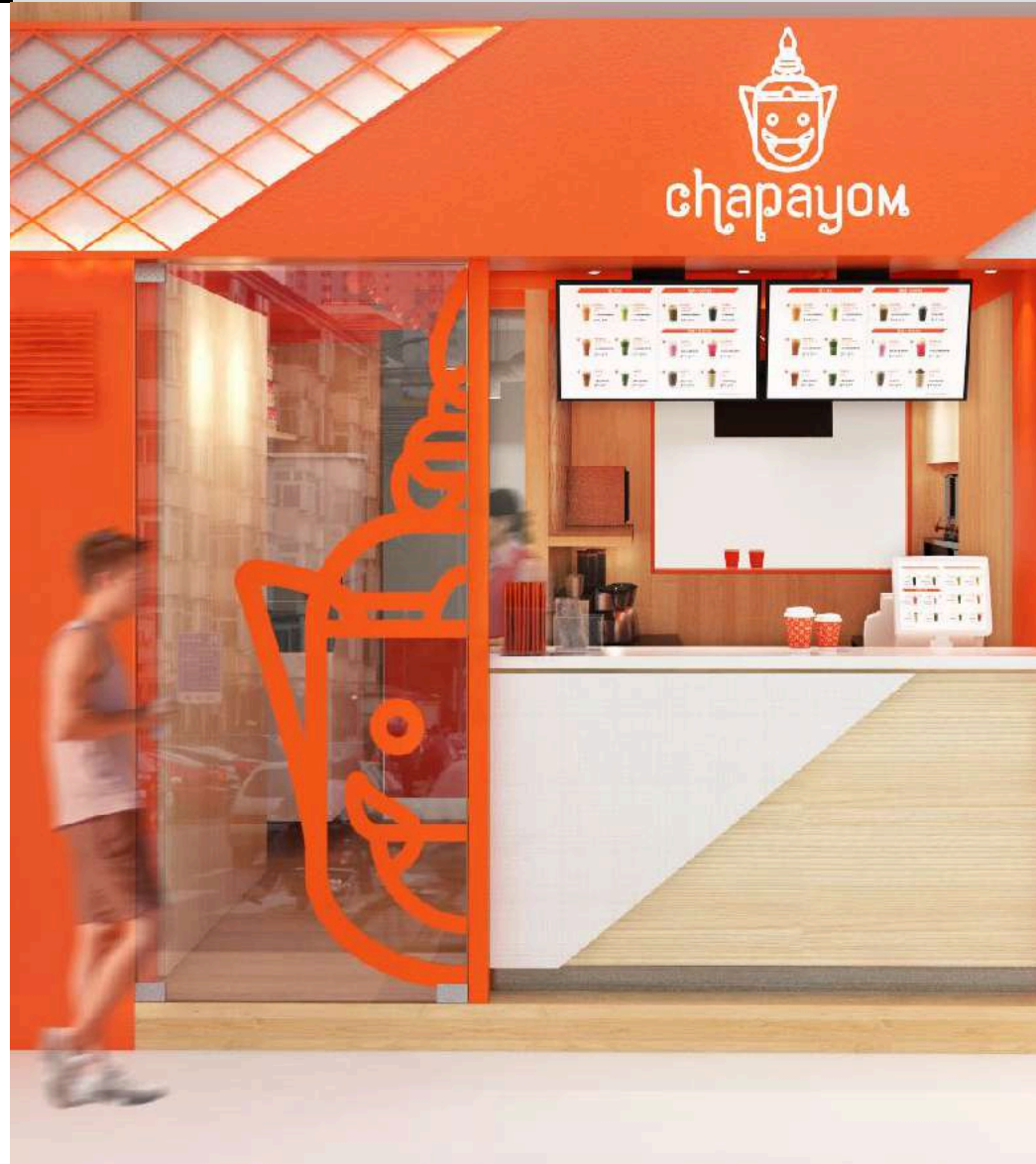
SPACES

Retail + Events & Exhibition Spaces

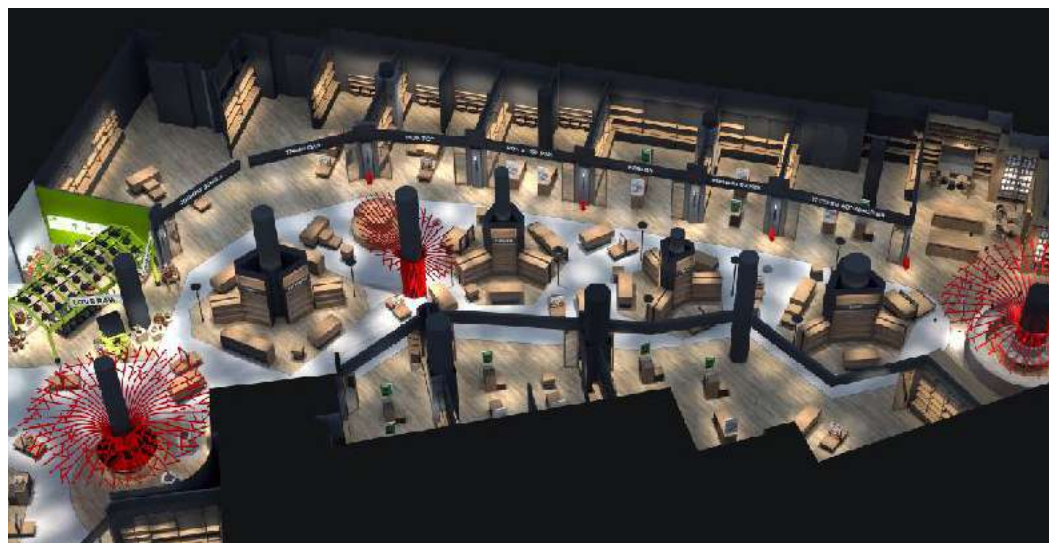
From flagship store to full retail guidelines to factory follow-up to on-site implementation. From laminate to marble to MDF to steel. From kitchenware brands to government spaces to medical offices to school environment to cemetery to restaurant to fashion town planning.



Space Design: F&B spaces, retail store guidelines, flagship store development, booth & event design



Space Design: Office space, university campus, landscape, medical environment





PRODUCTS

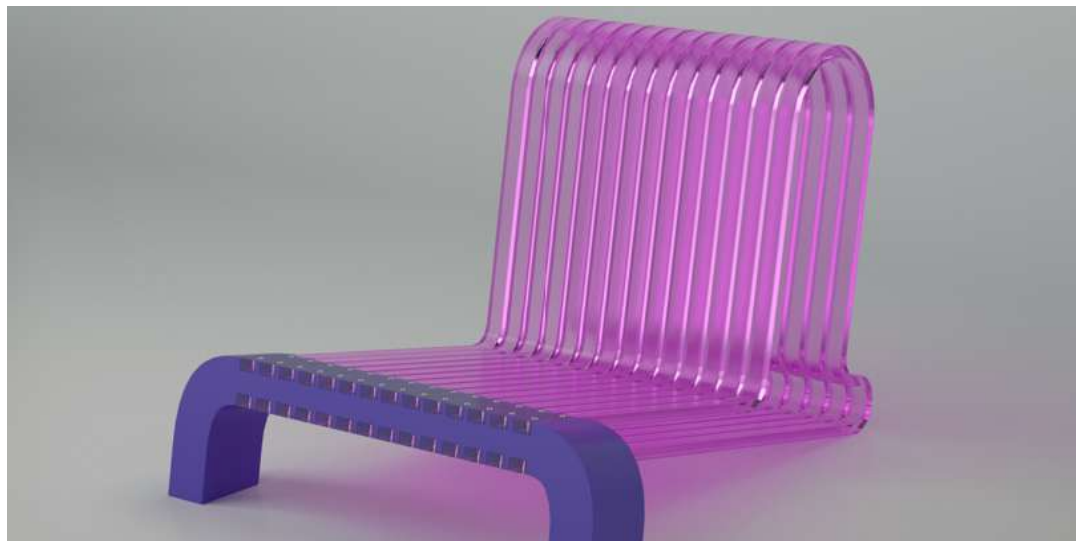
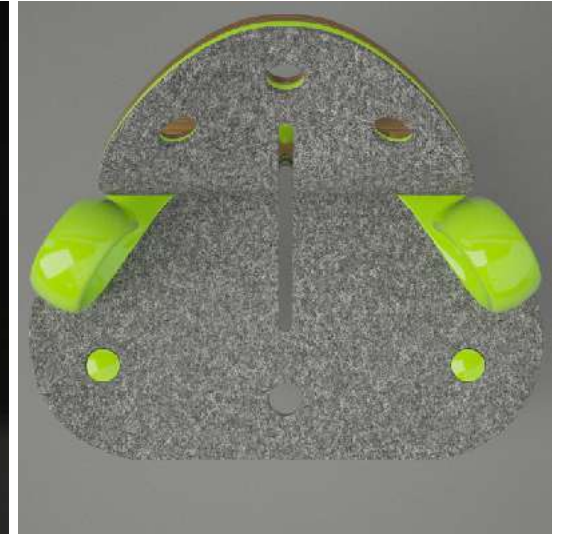
B2C / B2B Design Development

From concept to final industrial production. For luxury segment to mass market. From hand sketch to prototypes to user tests to CG generation to CMF to final CAD definition to packaging to final launch.

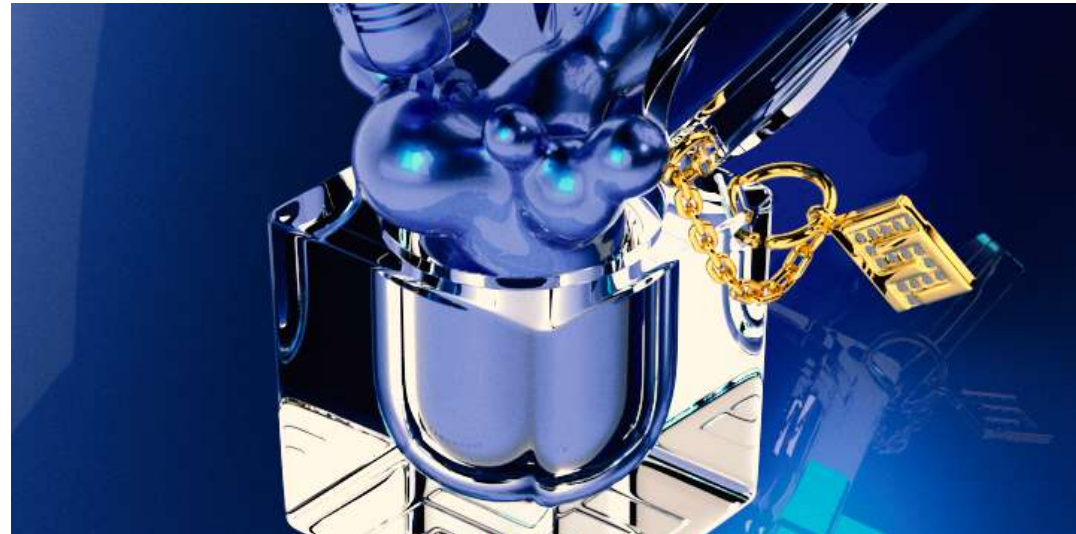
Product Design: men accessories, fitness equipment, consumer electronics, kitchenware, cosmetics



Product Design: men accessories, fitness equipment, consumer electronics, kitchenware, cosmetics



Product Design: furniture, home decoration, packaging, toys, audio tech



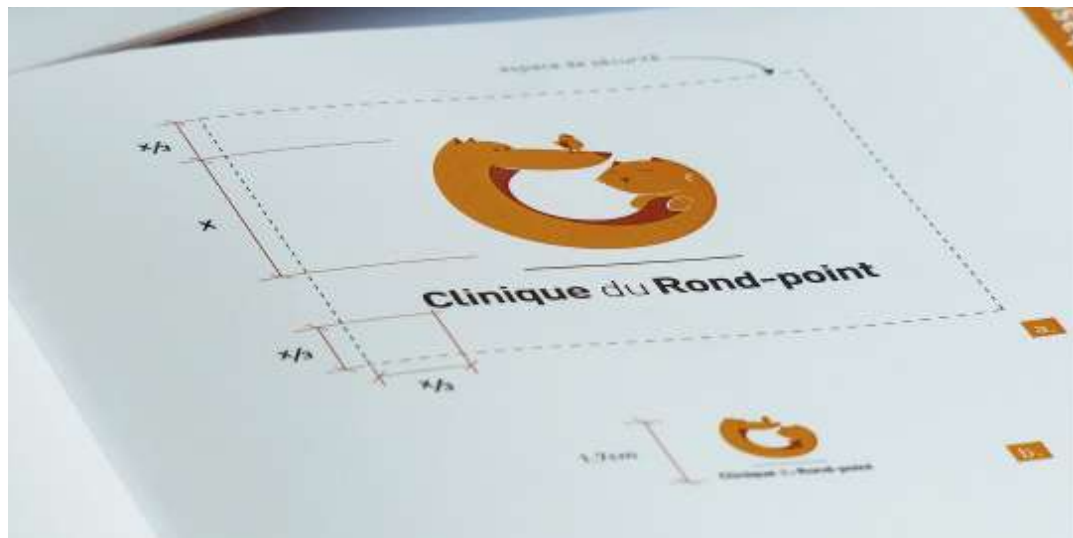


BRANDS

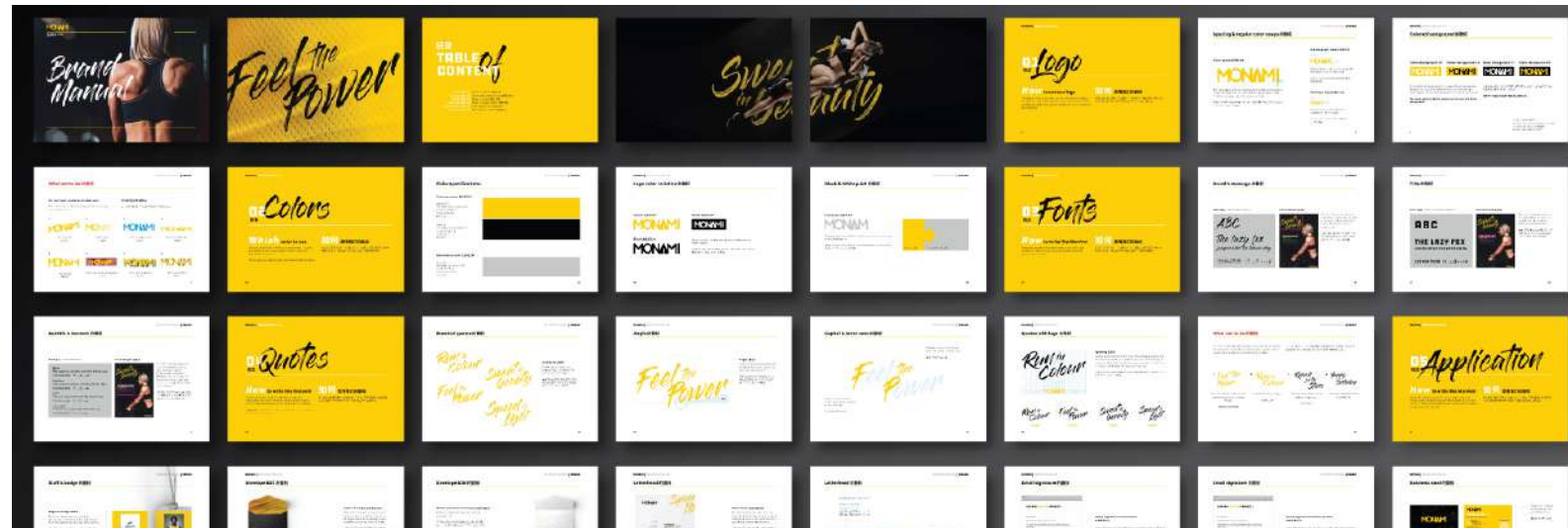
Corporate Visual + Marketing Strategy

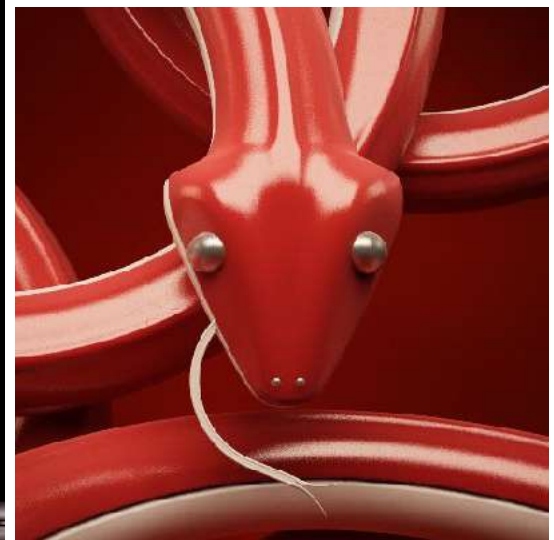
From naming to full VI guidelines and marketing planning. From offline to online, and back. From RGB to CMYK. From static 2D to motion graphic to IP development. From strategy to implementation.

Brand Design: Corporate Identity, logo development, brand book, packaging



Brand Design: Corporate Identity, logo development, brand book, packaging





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Creative Director

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