



 **Severin Wille**

+1-647-407-4424 | Remote / Toronto, ON
ux@severinwille.com | [LinkedIn](#) | [Portfolio](#)

DESIGN LEADER | PRODUCT & EXPERIENCE INNOVATION, GLOBAL TEAM LEADER

🚀 **I build the first version of things that don't exist yet—and the teams that make them possible.**

25+ years creating pioneering workflows and interactions: touch interfaces before iPhone, early WebGL 3D collaboration (2014), consumer 3D printing ecosystems, and design systems that became industry standards. I see patterns others miss, lead through ambiguity, and create environments where innovation thrives. Now focused on spatial computing, AI, and the intersection of technology and human transformation.

✓ CORE SKILLS & COMPETENCIES

Leadership & Strategy: Product & Experience Strategy | Design Leadership | Team Scaling | Cross-Functional Collaboration | Digital Transformation | Human-Centered Innovation

Design & Execution: UX & UI Design | Prototyping & Wireframing | User Research & Testing | Multi-Platform Experiences | Design Systems | Visual Identity

Technology & Tools: Figma | Sketch | Adobe CC | Miro | Notion | AI & Emerging Tech Integration | Agile, Scrum, Lean UX

Industry Experience: Entertainment & Media | XR/AR/VR & Visualization | Consumer Products | B2B SaaS & SMB Platforms | FinTech & Financial Services | Healthcare | Manufacturing | Travel & Hospitality | Automotive

🔍 EXPERIENCE

Founder

PRISMAGIC XR | 2024 – Present

Mission: Building an immersive VR application that teaches energy healing and wellness techniques through gamified, transformative experiences.

- Designing novel interaction paradigms combining spatial computing, behavioral science, and narrative systems
- Conducting user research to validate emotional resonance and learning outcomes
- Prototyping in Blender and Unreal Engine to test immersive mechanics and transformative workflows

Design Leader

WILLFLOW | 2020 – Present

Focus: Driving design-led transformation and innovation across SaaS, enterprise, and emerging tech domains.

- Designed AR/VR experiences and multi-platform UX systems for Architectural Ideation application.
- Integrated AI tools into design workflows, enhance ideation, and reduce design cycles by 20%
- Designed information architecture for multiple client applications.

VP, Product Design

RANGLE.IO | 2021 – 2023

Impact: Rebuilt a fragmented design team from the ground up, scaling from 3 to 15 designers in 6 months while establishing practice standards for a digital transformation consultancy serving SMB & enterprise clients.

- Hired 12 designers and established rituals (work-sharing, critique structures, cross-project collaboration) that transformed a demoralized team into a high-performing, collaborative unit
- Created Radius, a Design System Toolkit, reducing project onboarding time by 30% and unifying quality across client engagements
- Integrated AI prototyping tools, accelerating design iteration and decision confidence
- Partnered with engineering and product leadership to break down silos and align design with business outcomes
- Authored design playbooks and led workshops that scaled customer-centered practices across the organization

Sr. Experience Design Manager

AUTODESK | 2015 – 2020

Impact: Unified product experiences across complex 3D tools, growing adoption and elevating design maturity.

Fusion 360 Manufacture (2018 – 2020)

- Led UX strategy for manufacturing workflows, growing active user base by 30K+ through improved onboarding and workflow clarity
- Drove NPS improvements through iterative user research and design refinement
- Mentored global design teams, increasing engagement scores by 18% through inclusive leadership practices

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

- Developed and executed a cohesive UX strategy across multiple product lines, unifying design efforts with engineering and product teams.
- Built and mentored a globally distributed and multi-functional UX team (UX design, graphic design, user research & content), enabling seamless user experiences across manufacturing workflows.

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

Led UX for Autodesk's first consumer 3D printing ecosystem from concept to market.

- Established 3D printing lab with multiple printers and materials, enabling rapid prototyping and deep user empathy that shaped product direction
- Designed end-to-end workflows from 3D model to physical print, reducing failure rates and user frustration through iterative testing
- Created internal engagement through scanning/printing employee figurines at conferences, building organizational enthusiasm for the technology
- Developed vision for manufacturing integration

Principal User Experience Designer - Product Design Team Lead

AUTODESK (formerly ALIAS) | 2003 - 2014

Autodesk 360 / LMV (Large Model Viewer) (2013 – 2014)

- Created WebGL-based 2D and 3D viewing platform, enabling browser-based collaboration on 3D data - one of the first industry solutions for cloud-based 3D review
- Designed unified navigation and viewing experience for mobile and web platforms

A360 Mobile app (2013)

- Led UX design for iOS and Android collaboration tools, enabling mobile 3D review workflows

Autodesk Opticore Studio (2012)

- Modernized visualization capabilities and trained 10+ year Audi visualization veterans, enabling 30% faster workflows with higher visual quality through two-day workshop

Autodesk Showcase (2003 – 2012)

- Led product design as experience design manager for high-end visualization tool serving automotive industry
- Integrated hardware and software rendering technologies, significantly reducing setup time for interactive visualizations

OTHER RELEVANT EXPERIENCE

Senior Product Specialist (Interaction Designer) | 1995 - 2002

ALIAS (formerly known as ALIAS | WAVEFRONT)

Designed user interfaces and interaction paradigms for industry-leading 3D animation and design tools, establishing visual languages and workflows that became industry standards.

PortfolioWall (2000 – 2002)

- Led product design, management, and production for touch-based design review tool - pioneering touch interactions before iPhone

Maya (1998 – 2000)

- Redesigned Maya's embedded scripting language (MEL), unifying syntax across entire codebase despite resistance from 50+ engineers - enabling studios to customize workflows and contributing to Maya becoming market leader –
- Contributed to work recognized with Academy Award of Merit (Oscar) for Maya's technical contribution to entertainment industry (2002)

Alias Studio Tools (1995 – 1998)

- Created unified visual language of 600+ icons rendered as 3D scenes, establishing scalable visual system still used today and copied by competitors
- Designed UI elements and interaction patterns for automotive surfacing software - Collaborated with customers and development teams to improve rendering workflows and visual quality

EDUCATION

- Bachelor's in Industrial Design - Art Center College of Design

PROFESSIONAL DEVELOPMENT

- DesignOps & Organization Design (Peter Merholz)
- Practical Product Management (Pragmatic Marketing)
- Business Leadership Experience (Autodesk)
- Situational Leadership (Ken Blanchard Companies)
- ADP List Mentoring (Ongoing)

AWARDS & RECOGNITION

- Oscar, Academy Award of Merit for Maya's contributions to the entertainment industry
- Patent: Digital French Curves (Alias Research)

LANGUAGES

- Multilingual communication - English, German, French
- Fluent in Design, Engineering, Business & Science Contexts – skilled in cross-cultural leadership & influence.