



WOLFGANG VOSBURGH

Profile

I'm a designer, art director, and sports enthusiast living in The Pacific Northwest. I'm looking to put my design and creative problem solving skills to the test on a team that works to inspire and push one another - both at work and play. Treating each day as a learning experience, I want to hone my craft by constantly pushing creative boundaries, questioning norms, and having some fun while doing it.

Contact

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Experience

**Allbirds
Brand Designer**
Feb 2025 - Present
Portland, Oregon

Led visual design across campaigns, packaging, retail, and experiential activations, ensuring brand consistency across all touchpoints. Developed scalable design systems and collaborated cross-functionally to produce high-impact creative assets for product launches and in-store experiences.

**General Motors
Design Lead**
Mar 2023 - Apr 2024
Remote

Design lead on the General Motors Energy team. Created point of purchase materials, digital assets, promotional videos and internal educational content for GMs quickly growing energy department. This spanned across brands, creating work and collaborating with stakeholders for Chevrolet, Cadillac, GMC, Buick, Fleet, BrightDrop, Cruise and OnStar. Collaborated directly with a copywriter counterpoint to concept, pitch and produce work. Helped lead internal creative direction in video and photoshoots to develop content for GM.com.

**Thesis
Design Lead**
Jan 2018 - Dec 2022
Portland, Oregon

Joined Thesis to work on a new partnership with Adobe, designing digital assets from emails and social media posts to app UX and web pages. Helped grow the team from two designers to 15 by expanding the work and exceeding client expectations. Lead a team of 8 designers creating web pages for Adobe.com.

**Ansira
Art Director**
Aug 2014 - Jan 2018
Portland, Oregon

Worked on a small team of writers and designers to design and develop creative concepts and brand vision for clients like Daikin, Papa Murphy's and the Portland Trailblazers. Created work in a variety of mediums from web design and packaging, to out of home and TV. Promoted to Art Director, giving me the opportunity to work on creative concepting for brands like 7-Eleven, The Portland Trailblazers and Tropical Smoothie Cafe.

Software

Figma	InDesign
Sketch	Keynote
Photoshop	Powerpoint
Illustrator	Ater Effects

Education

University of North Texas
BFA Communication Design
College of Visual Arts and Design
Concentration in Art Direction

Awards

One Show Student Show
CMYK Magazine
Archive Magazine

Teams

Dallas Mavericks
Dallas Cowboys
Texas Rangers
Manchester United