



WOLFGANG VOSBURGH

Profile

I'm a multidisciplinary designer with over a decade of experience across brand, content, and visual storytelling. I specialize in turning complex ideas into clear, engaging work that connects across digital and physical spaces. Originally from Texas, I bring a strong sense of culture and energy to my work, I'm a lifelong sports fan, a fantasy football commissioner, and someone who naturally thinks about design through the lens of what gets people invested.

Contact

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Experience

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

Lead visual design across campaigns, packaging, retail, and experiential, creating cohesive brand systems that scale across digital and physical touchpoints. Translate product and brand stories into clear, engaging creative for launches and in-store experiences, partnering cross-functionally to deliver high-impact work.

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

Led design for the Energy team, developing campaigns, digital content, and video storytelling across multiple brands including Chevrolet, Cadillac, GMC, and OnStar. Concepted and produced work end-to-end in partnership with copy and marketing teams, and helped shape creative direction for photo and video shoots to deliver clear, accessible content for emerging products and services.

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

Led a team of designers creating digital experiences for Adobe, spanning web, social, and product surfaces. Helped grow the team from 2 to 15 by expanding scope and consistently delivering high-quality work, while building scalable systems and guiding creative that translated complex ideas into intuitive, user-friendly design.

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

Developed brand concepts and campaign creative across a range of clients including 7-Eleven and the Portland Trail Blazers, working across web, packaging, out-of-home, and broadcast. Promoted to Art Director as the team grew, taking on a larger role in concept development and shaping brand direction across integrated campaigns.

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