



**WOLFGANG
VOSBURGH**

Profile

I'm a multidisciplinary designer with 10+ years of experience across brand, content, and visual storytelling, creating work that connects across digital and physical spaces. I enjoy turning complex ideas into clear, engaging experiences through design systems, campaigns, retail, and storytelling that people actually connect with. I'm especially energized by collaborative creative environments, thoughtful craft, and the intersection of culture, sport, and design.

Experience

Jordan Brand Digital Designer

May 2026 - Present
Beaverton, Oregon

Lead visual design and content curation for custom digital experiences supporting the reimagining of Jordan Brand retail environments and seasonal product releases. Transform content, imagery, typography, and infographics into clear digital stories and intuitive experiences, developing scalable layouts and content systems that balance storytelling, usability, and brand standards.

Allbirds Brand Designer

Feb 2025 - May 2026
Portland, Oregon

Led visual design across digital campaigns, packaging, retail, and experiential initiatives, creating cohesive brand systems across physical and digital touchpoints. Translated product stories and campaign assets into engaging consumer experiences while partnering with marketing, creative, and production teams to deliver work across multiple channels and timelines.

General Motors Design Lead

Mar 2023 - Apr 2024
Remote

Led digital design and visual storytelling for the Energy team, developing campaigns, content, and motion-forward creative across Chevrolet, Cadillac, GMC, and OnStar. Translated complex products and technology into clear digital stories, partnering with copywriters, marketers, and production teams from concept through delivery.

Thesis Design Lead

Jan 2018 - Dec 2022
Portland, Oregon

Led a team creating digital experiences for Adobe across web, social, and product surfaces, developing scalable design systems and templates for consistent execution. Translated complex briefs and content into intuitive experiences through thoughtful hierarchy, navigation, typography, and visual storytelling while balancing hands-on design, creative direction, and stakeholder collaboration.

Contact

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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
Aston Villa
Texas Rangers