



WILLIAM FERGUSON

Developing better teams and people.

CONTACT

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EDUCATION

SETH GODIN'S ALT MBA

2019-2019

An intensive, project-based learning program focused on shipping ideas faster.

DESIGN FELLOWSHIP

2016-2017

An experiential fellowship through Experience Institute. Three internships in design over the course of a year. Chicago, IL

SELF-DESIGNED MAJOR: IST + PSYCHOLOGY

2013-2016

Penn State University
University Park, PA

EXPERIENCE

DESIGN MANAGER, ORGANIZATIONAL FITNESS

RXBAR | Chicago, IL

July 2018 - Present

Developed RXBAR's first learning and development program rooted in experiential learning to develop the hands, hearts, and minds of employees. Designed and facilitated 50+ workshops for cross functional teams to learn new practices and methodologies for ways of working. Led internal design projects for the leadership team and department heads across the company to identify, understand, and solve organizational problems. Re-designed the employee hiring and onboarding journey to reflect RXBAR's values.

INNOVATION ASSOCIATE, DESIGN

Salesforce Ignite | Chicago, IL

Sept 2017 - July 2018

Facilitated problem discovery and ideation workshops for clients. Conducted stakeholder interviews, user research, and early concept testing. Designed future state experiences and products through journeys and prototypes.

PRODUCT DESIGN INTERN

PayPal | San Jose, CA

May 2017 - Aug 2017

Designed user flows, interaction models, and mockups for chatbot product. Conducted market research and user research to develop a customer support chatbot. Created design systems for partnership products.

UX DESIGN INTERN

Threadless | Chicago, IL

Jan 2017 - Apr 2017

Conducted user research and user testing on the Artist Shops platform. Designed mockups and prototypes for new features in Artist Shops. Created a design system to unify the Artist Shops platform.

LEARNING DESIGN INTERN

Leo Burnett | Chicago, IL

Oct 2016 - Jan 2017

Conducted research and analysis on an internal learning program called Leo Leaps. Co-designed and facilitated the Leo Leaps learning program. Created two tools, a facilitator's guide and playbook, to help scale the program.

TEC FELLOW

True Ventures | San Francisco, CA

May 2015 - Aug 2015

One of 14 students selected worldwide for an immersive Fellowship program with True Ventures, an early-stage \$600 million venture capital firm.