

Will Scharlott

Contact:

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Education:

Kent State University
Visual Communication Design

Bachelor of Fine Arts (BFA)
Magna Cum Laude
Kent, OH. Class of 2017
3.78 GPA

Skills:

User Benefit Decision Making
Critical Thinking & Analysis
Cross-Functional Collaboration
Visual Design Excellence
Facilitating Design Critiques
Product Internationalization
Strong POVs
Scalable Design Systems
Team Dynamics & Inclusion

Software:

Figma
Sketch
Illustrator
Keynote
InDesign
Photoshop
After Effects

Experience:

Netflix

Product Designer, Messaging, Los Angeles, CA 2021 – Present

Yelp

Senior Product Designer, 2020 – 2021
Product Designer, Design Systems, San Francisco, CA 2020

- Led Yelp's 2021 rebrand: redesigning the logo and app icons, directly partnering with Yelp's CEO and VP of Design
- Launched the Black-Owned Business label, impacting a 7043% increase in related searches

Facebook

Content Designer, Messenger, San Francisco, CA 2017 – 2020

- Led content design of Messenger's AI, increasing sends by over 300 million daily messages sent via Messenger
- Conducted international design research studies in 7 countries to scale Messenger to global audiences

Chermayeff & Geismar & Haviv

Design Intern, New York, NY Sep – Dec 2016

Facebook

Content Design Intern, Menlo Park, CA May – Aug 2016

Landor Associates

Design Intern, Chicago, IL May – Aug 2015

Speaking:

Kent State University

Alumni Spotlight Feb 2021

Facebook

Meaningful Design Collaboration (new hire orientation) 2018 – 2020
Redesigning Location Sharing in Messenger Dec 2019
Fundamentals of Logo Design May 2018

TEDx

Speaker: Designing Apps for All Feb 2017