

# WESLEY MARC BANCROFT

## WORK

### **Clover — Principle Designer** 09/2009 – 01/2013

Brand development, UI design and advertising. Developed excellence experiences with a tight knit team.

### **Spokeo — Senior UI Designer** 01/2013 – 01/2014

Headed the rebranding of the company, along with designing mobile applications and working with the development team. Also lead the branding of www.Family.me as well as was the lead on the mobile design team.

### **PennyMac — Application Developer** 01/2014 – 11/2014

Lead a team of developers and designers to create a cohesive and proprietary branded pattern library. I dramatically improved the front-end code, created a new look and feel for all public facing products on the web and hired a team of UI and UX designers as an entirely new entity within the company.

### **Hixme — Head of Design** 12/2014 – 08/2016

Headed the rebranding of the company, lead the team of in-house designers, managed all brand, marketing and social media strategies, designed the entire client facing platform, website, and mobile apps, as well as administrative tools, and managed all UI/UX output and pattern library. 9th hire at Hixme – KPCB Portfolio Company

### **DRIAV — VP, Design** 08/2016 – 04/2018

Named and branded the company. Role includes overseeing all aspects of design for DRIAV, including products, marketing, designing business strategies and brand development.

### **Peate ventures — Design partner** 08/2016 – 04/2018

An early stage VC firm. Role includes consulting for the Peate ventures portfolio, giving lectures on design and promoting, evolving and developing the brand for the public.

### **WMB&Co. — Founder** 01/2014 – Present

A design agency that helps you to capture the Why behind your brand, products and services. Services include brand strategy, product design & visual design.

## EDUCATION

### **Art Center College of Design**

Graphic Design, 2007-2009

### **Pasadena City College**

Visual Design + Architecture, 2009-2010

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