



Nathanael Wolfe

Product Designer

www.nathanaelwolfe.com

EDUCATION

Rochester Institute of Technology
BFA - New Media Design & Imaging ('08)
GA - Product Management

TOOLS

Sketch
Adobe suite
Invision
Principle

Pivotal Tracker
Trello
Mixpanel
Google Docs
The Internet

SKILLS

Product Design
Product Management
UX
Behaviorial design
Prototyping & Validation

Visual Design
Branding

OUTSIDE INTERESTS

Mindfulness
Motorcycle restoration
Photography/film-making
Freediving
Triathlon
metal casting/jewelry-making
Traveling
Personal growth & Marriage
Visiting small-town America

CONTACT

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RESUME



Lief Therapeutics

Co-Founder | Product Designer
2016-present
www.getlief.com

Lief is a smartpatch that continuously measures heart rate variability, a rich biomarker with correlations to both physical and emotional wellbeing. I led all design thinking, from proof of concept to manufactured hardware product, ios app, clinician dashboard, and behavioral health system that's being rolled out around the world. Highlights include designing and refining a proprietary and evidence-based biofeedback technique, designing a multitouchpoint ecosystem, designing a chatbot system, and leading our team on mission to be an emerging brand in the new "self-care management" space.



Inward Inc

Co-Founder | Product Designer
2011-2015
www.inward.me

Inward provides a central mobile platform customizable to organizational and individual needs. The team has been working with executives, program developers, researchers and healthcare providers to identify and eliminate the friction preventing proven programs from reaching the people they serve. We create 10+ apps developed for Veteran Affairs, UCSF, Yale, NYT best sellers, and other companies. Our app Mindfulness Daily has a 4.7 star rating and was the #1 mindfulness app in iTunes. Our design patterns are still used in many apps today.



Get Satisfaction

Designer & Marketing
2010-2010
<https://getsatisfaction.com/corp/>

Get Satisfaction created the first community feedback loop on the internet. Get Satisfaction went through a major rebranding and recruited me to help update/reinvent their brand presence and introduce a new marketing initiative for their rapidly growing social media product.

I worked closely with the VP of Marketing to create and execute all visual marketing efforts including media kit, banner ads, event signage, emailers, stickers, shirts, case studies, product integration comps for the sales team, infographics, marketing website, photo shoots, and generally anything that needed to branding and execution during the rebranding sprint.



The Barbarian Group

Designer
2008-2009
<https://wearebarbarian.com/>

Barbarian is a boutique creative agency in NYC. I was a client-facing designer, heavily involved in concepting for new business including leading brainstorms, writing creative proposals and participating in presentations. Worked on a variety of applications: Games enabled by Facebook Connect, brand websites, and models for innovative advertising in physical spaces. Brands included HBO, CNN, Sheraton, Redbull, and One Laptop Per Child.



Freelance

Design | Strategy
2009-present
www.nathanaelwolfe.com

A sampling of both freelance personal products. Please ask to see more and more thorough casestudies.