Aidan Williams

Interaction & Product Designer

Milan, IT +39 352 0599 580 aidancwilliams@gmail.com aidancwilliams.com https://www.linkedin.com/in/aidan-w-614394126/

Skills

Design and Technical Tools:

- Adobe Suite
- 3D Modelling & Rendering
- Prototyping & User Flows
- Vizcom & AI Design Tools
- Touch Designer
- Graphic Design
- Web Design (Wordpress, Cargo, HTML, CSS)

Marketing & Business:

- Google, Meta and LinkedIn Ads
- Project Management & Strategy
- Software Testing
- Office Suite

Profile

Multidisciplinary designer with a background in economics and politics, blending data-driven analysis with technical design skills (3D modelling, prototyping, interaction design). Proven ability to deliver comprehensive projects, manage high-budget marketing campaigns (handling budgets over $70,000), and lead editorial content. Passionate about applying a systems-thinking approach to user experience in interaction design.

Education

Istituto Marangoni, Milan Expected July 2026

Master's Degree in Product Design for Human-Robot Interaction

- Project collaboration with Alessi and E-Novia

University of California, Santa Cruz September 2017 - June 2021

B.A. in Economics and Politics

Employment History

Aidlin Darling Design, San Francisco, CA Oct 2023 - Sept 2025

Studio Manager

- Create and edit video, photo, and text content for press materials and social media platforms.
- Manage web design (WordPress, Cargo), updating websites and social media profiles (Linkedin, Instagram).
- Organize award submissions, checking copy and managing key submittal dates.
- Act as technical administrator, deploying software and hardware, and managing cloud storage.

Pervasent Software Inc, Oakland, CA Jun 2016 - Oct 2022

Project Manager

- Led digital advertising campaigns across Google Ads, Linkedin Ads, and Meta, managing budgets of $70,000+.
- Assisted on development of Board and Team Papers app redesign (Windows/Android; tested and advised on UX.
- Led application testing effort, collaborating with developers on bug fixes and feature implementation.
- Revamped company website, creating visual content and advising on copy.

Camper Magazine, London January 2022 - Present

Editor-in-Chief

- Contributed to, edited, designed, and published the first two volumes of the magazine.
- Organized and ran the launch event for the second magazine.

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aidancwilliams@gmail.com
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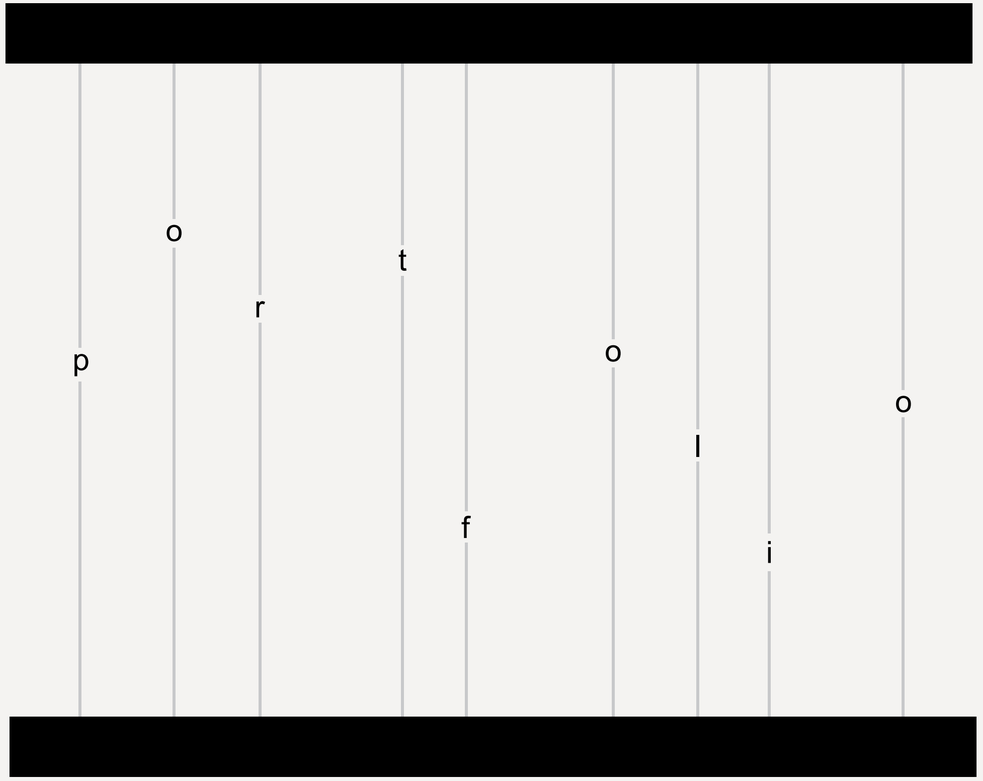
Via Carlo Poma 9, Milano, 20129

Product and Interaction Designer
2026



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ABOUT ME

What does the future of technology hold in a moment so rife with fear, skepticism and addiction? This is the question that has become my north-star in developing a world where robots are designed for human sensibilities, rather than the opposite.

Over the past few years, I have become increasingly concerned with the role of technology in our lives. Giant corporations are incentivized to replace human jobs, maximize profitability and keep us addicted to algorithmic machines. My design ethos has been informed by these factors, leading me to not only question the current paradigm, but to prioritize design with human senses.

My design comes from a concept first approach. With a background in Economics and Politics, I am first concerned with the social impact of design. The projects presented in this portfolio touch on many social issues and focus on creating objects and devices that enrich the human experience.

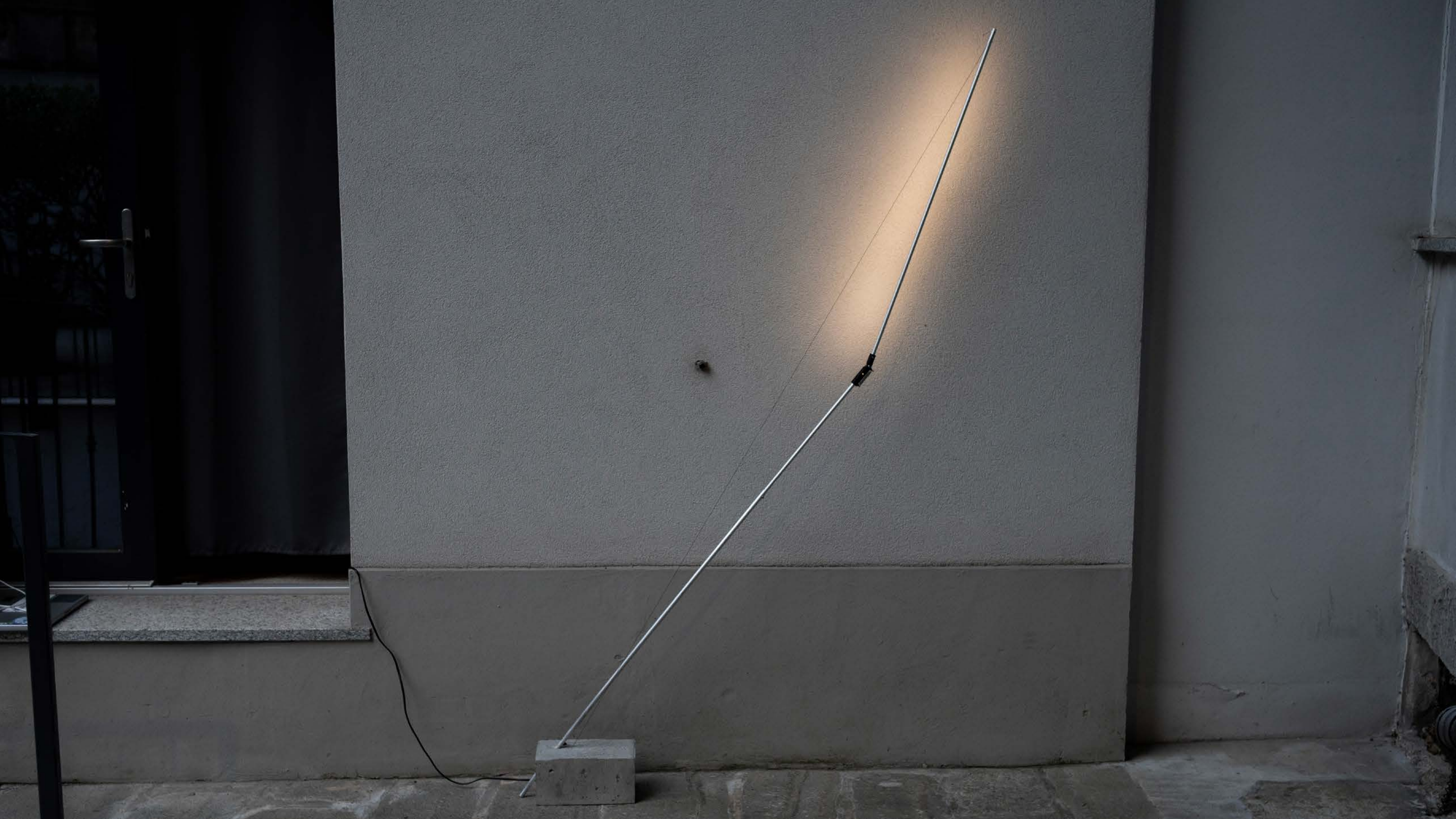
01 Lamp

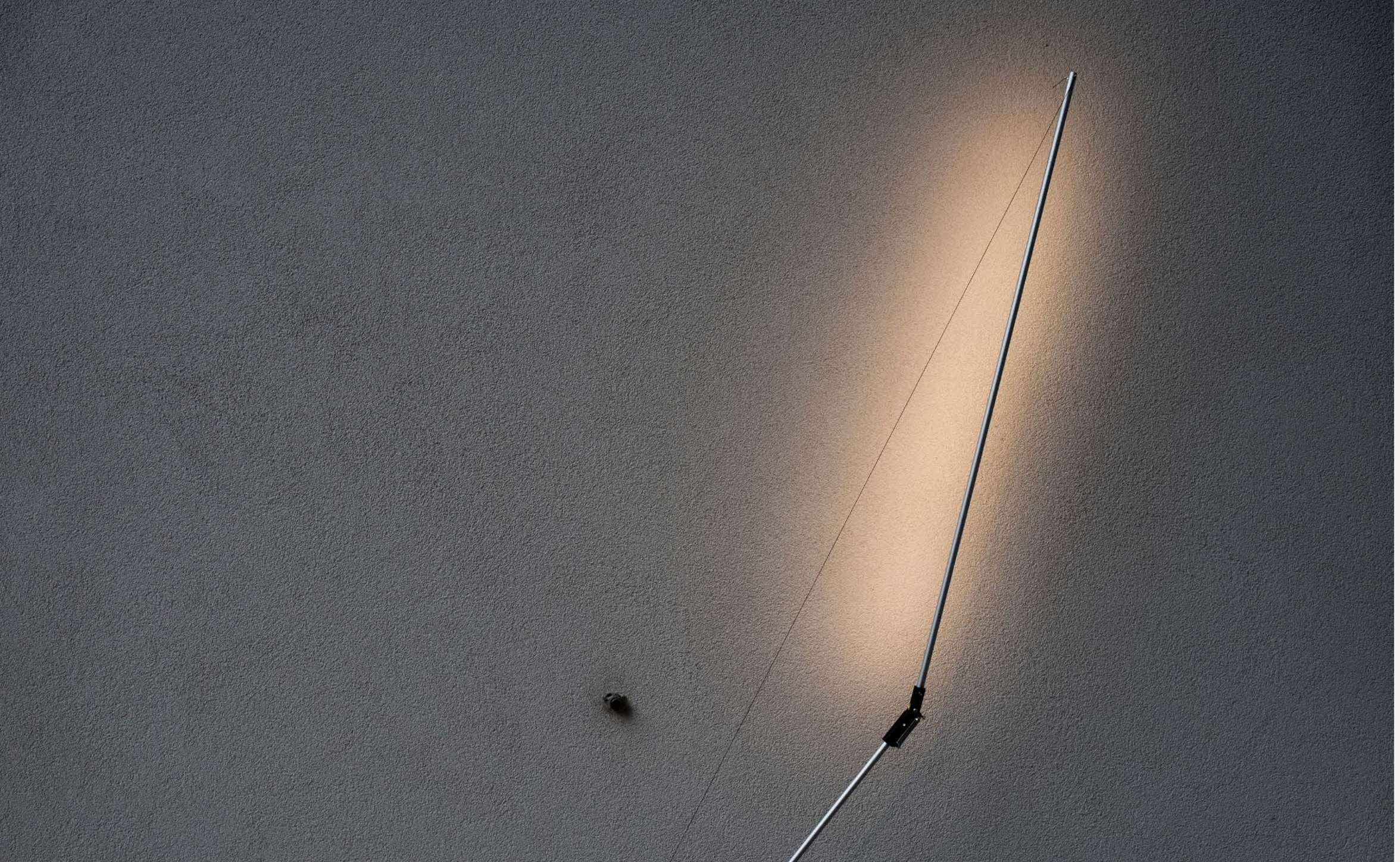
Sweeping across your wall, this lamp was designed to quietly communicate time passing.

Every hour, day, month or year, you set the interval for lamp’s arc.

Powered by a small servo, pulling a thin string, the mechanism is nearly invisible.

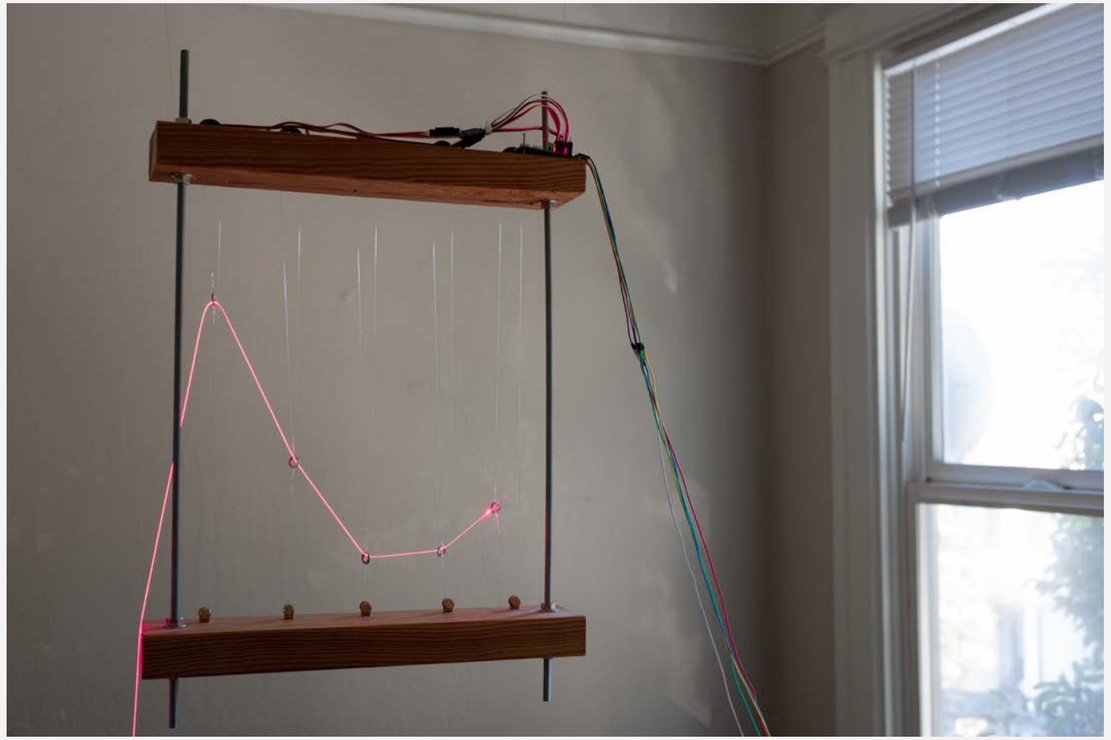
All that remains is a simple form; a repeating motion.





GRAPH 02

Live Data in Analog Frame



```
"""
S&P 500 Servo Control System for Raspberry Pi
=============================================
Controls 5 continuous rotation servos to display S&P 500 price movements
as a physical line graph using fishing line and fiber optic cable.

CALIBRATION INSTRUCTIONS:
1. Run the program and manually position each servo at center
2. For each servo, measure:
   - Time to reach TOP from center (up_time)
   - Time to reach BOTTOM from center (down_time)
3. Enter these times in SERVO_CALIBRATION below
4. Fine-tune values based on observed performance

Hardware: Adafruit 16-Channel PWM/Servo HAT
Servos: Continuous rotation servos on channels 0-4
"""

import time
import threading
import yfinance as yf
import numpy as np
from datetime import da
import pytz
import os
import sys
import random
import matplotlib.pyplo
import pandas as pd

# Add this conditional
try:
    from adafruit_servo
    HAS_HARDWARE = Tru
    # Initialize the S
    kit = ServoKit(cha
except (ImportError, Va
    print(f"Running in
    HAS_HARDWARE = Fal

# Stock settings
TICKER = "SPY"  # S&P
WINDOW_SIZE = 5  # Numb

# Update intervals
LIVE_UPDATE_INTERVAL =
REPLAY_UPDATE_INTERVAL
REPLAY_COMPRESSION = 6

# Servo settings
SERVO_CHANNELS = [4, 3,
CENTER_THROTTLE = -0.0

# Movement settings (t
MIN_MOVEMENT_TIME = 0.

# Per-servo calibratio
# 'up_time': seconds t
# 'down_time': seconds to go from center to bottom
SERVO_CALIBRATION = {
    0: {'up_time': 7.5, 'down_time': 4.0},  # Rightmost - measure and adjust these
    1: {'up_time': 9.0, 'down_time': 6.0},  # for each individual servo
    2: {'up_time': 9.0, 'down_time': 5.0},
    3: {'up_time': 6.0, 'down_time': 4.2},
    4: {'up_time': 5.0, 'down_time': 3.5}   # Leftmost
}

# Global variables
timestamps = []
prices = []
servo_positions = [0.0] * WINDOW_SIZE  # Current positions (0.0 = center, -1.0 to 1.0 = range)
last_update_time = None
running = True
market_open = False
replay_mode = False
replay_data = None
replay_index = 0
data_updated = False
```

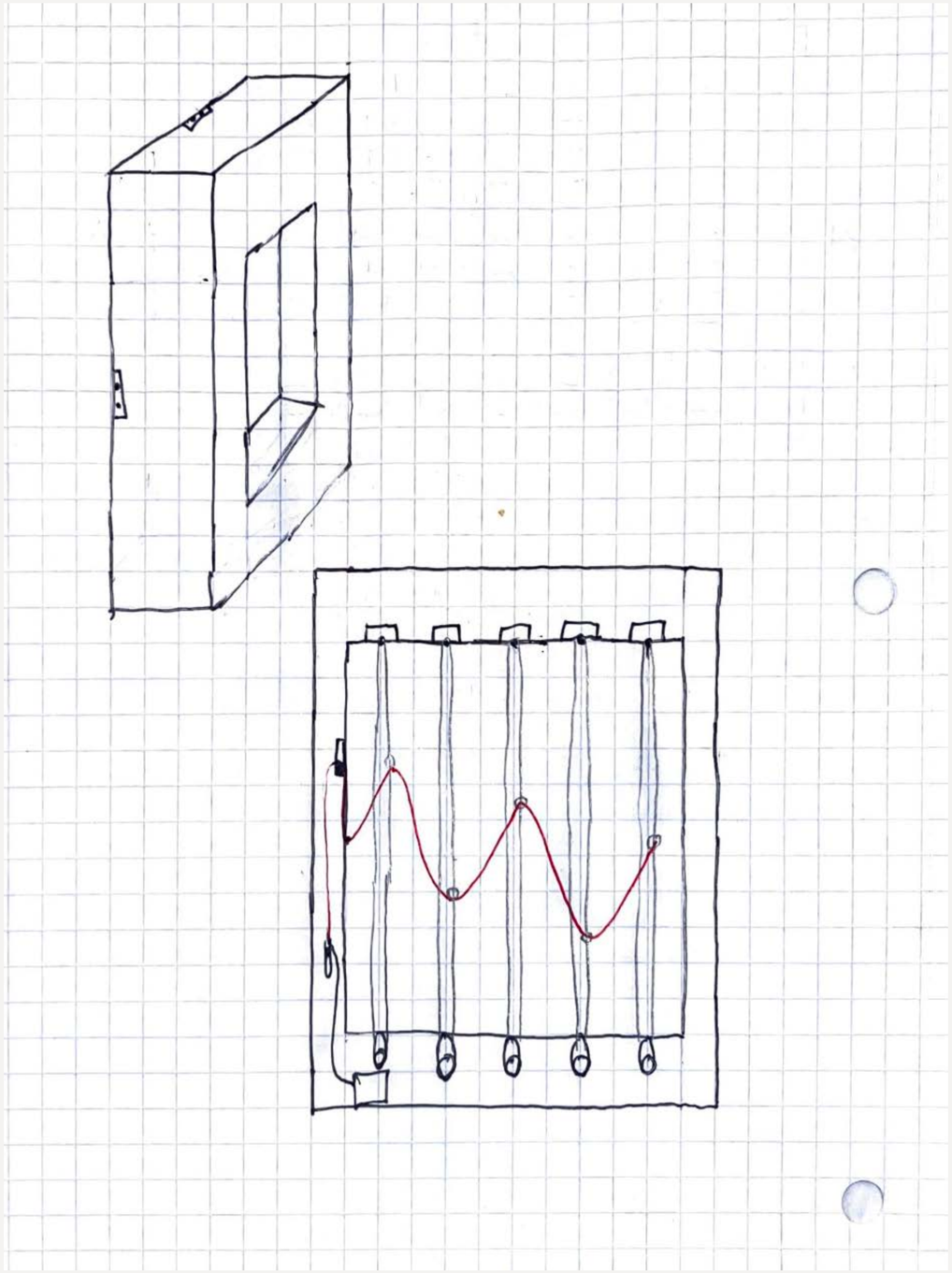
Stock charts and corporate profit are oft removed from the physical world. Numbers in spreadsheets and lines on a screen do not capture real world consequences. When given a materiality, graphs become an interactive, immersive, almost sentient being.

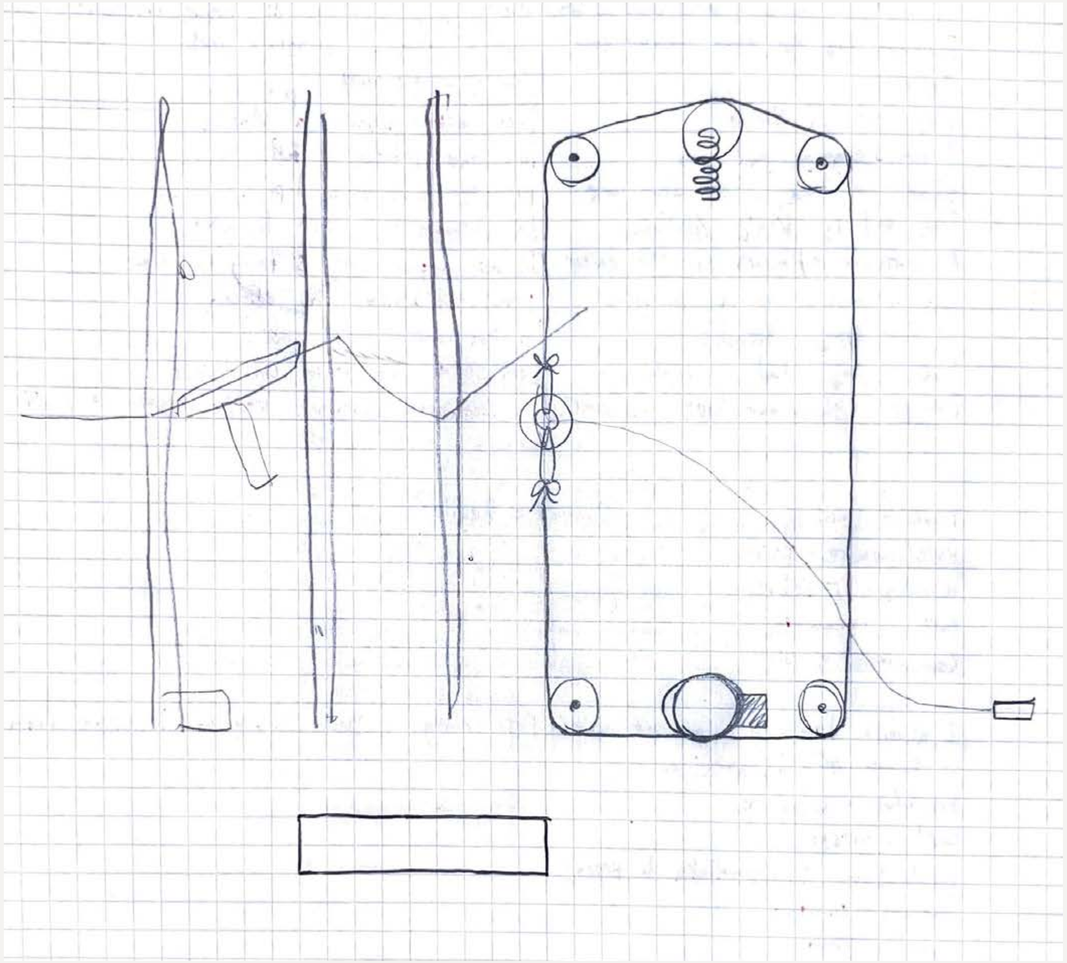
Give graphs context and they become something else. Place Graph 01 alongside images of Boeing's infamous and negligent crashes and feed it live-time stock price data and it begins to tell a visceral story.

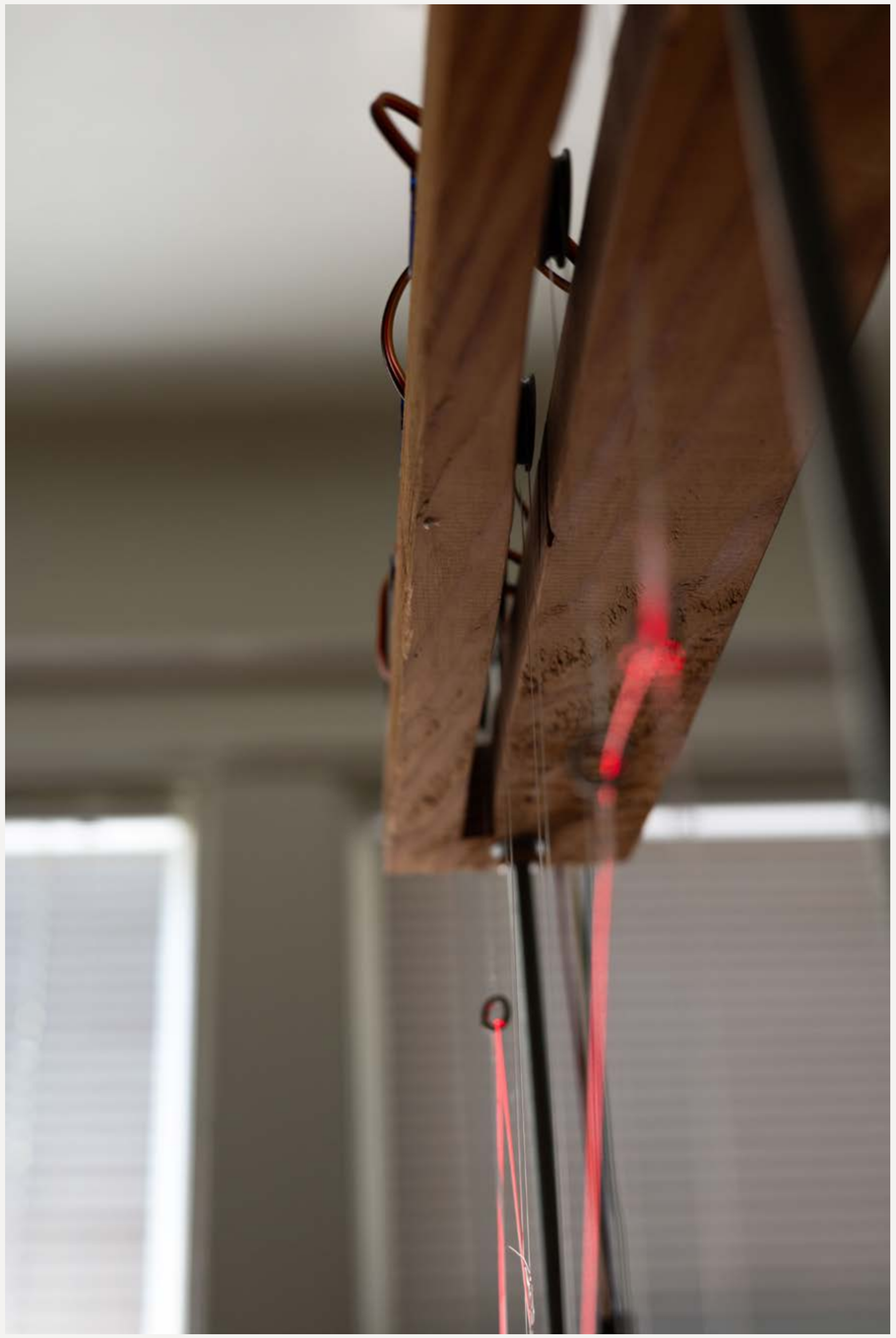
Graph 01 is composed of found scrap wood, threaded bolts, washers, nuts, brass pulleys, fishing line, 5 SG90 servos, a powerful light diode and fiber-optic cable. Powered by a RasPi 4, servo controller and a portable battery.

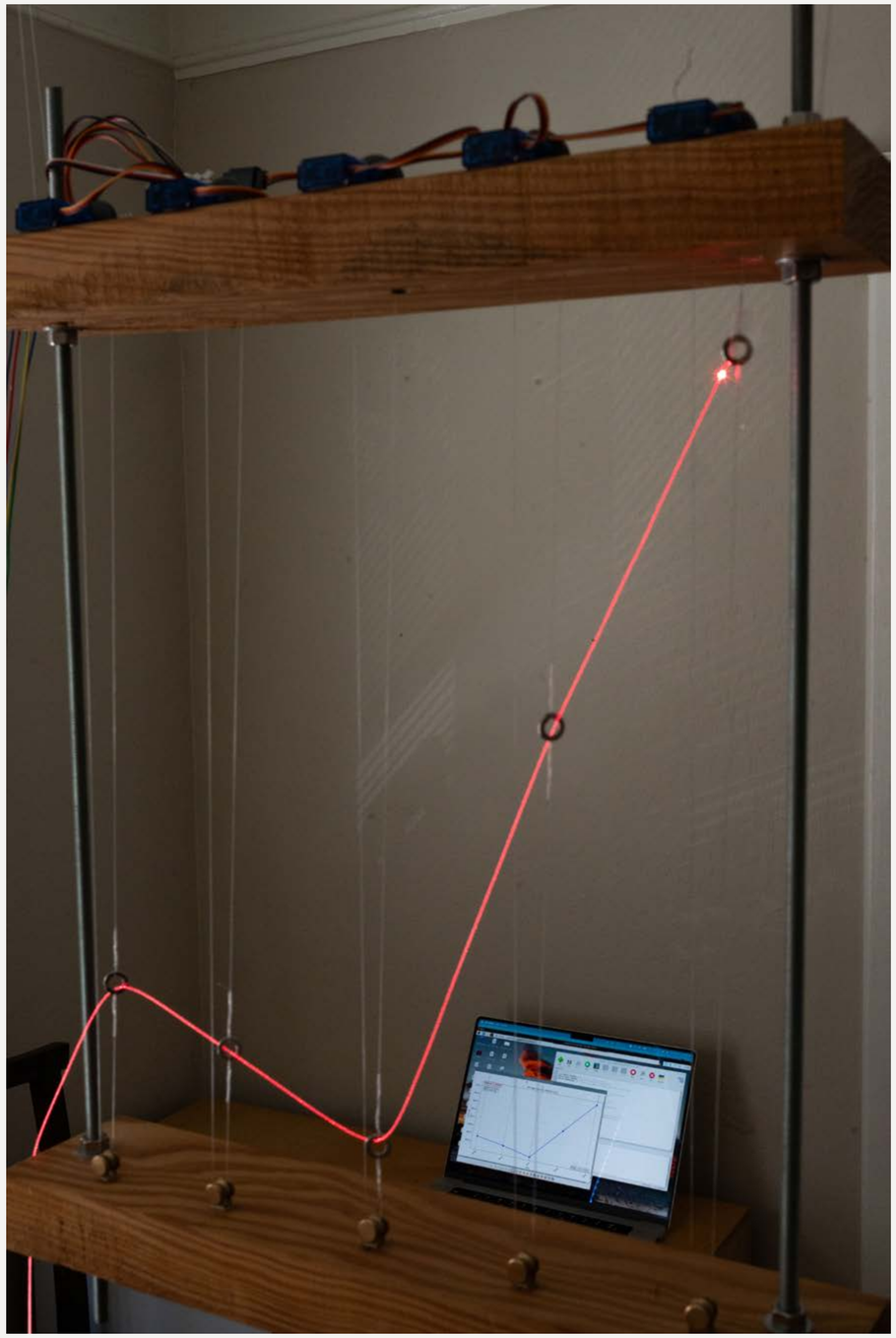
Any live stock data can be imported from Yahoo Finance and represented on the graph. Updating every 10 seconds, viewers are kept up to date on market dynamics and breaking news.

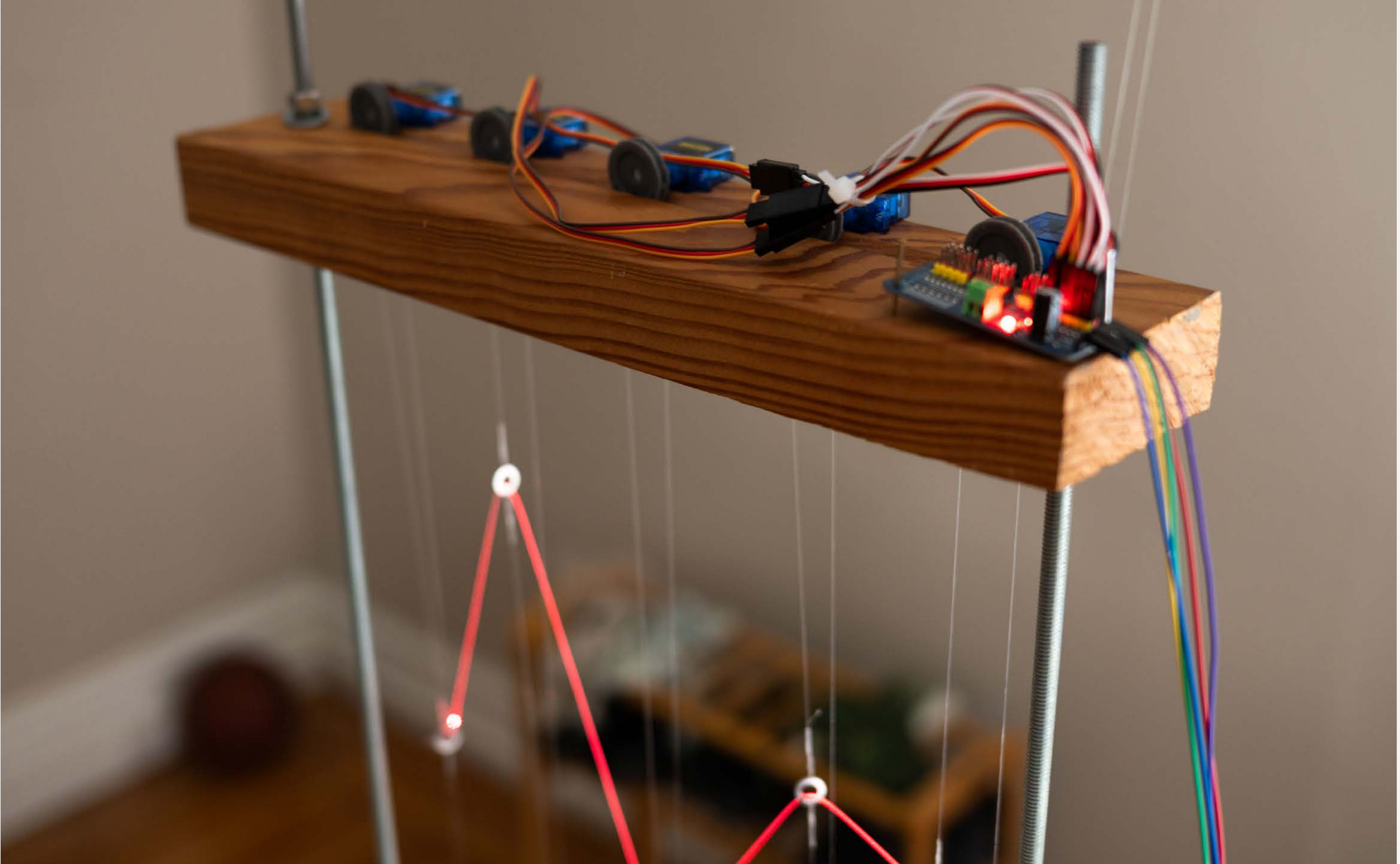
Graph 01 is a reflection of the owner's intentions. Hung in a corporate office, a wealthy man's penthouse or Miami palace reflects the importance he places on material wealth.











Buck

03 Complete Freedom

Today’s office chairs enable sitters to work a full day without changing position. Comfortability comes at the cost of health.

What if the chair we spend more time with than our partners, cared about us?

Buck learns from your behavior and use.

Adapting to how you like to work.

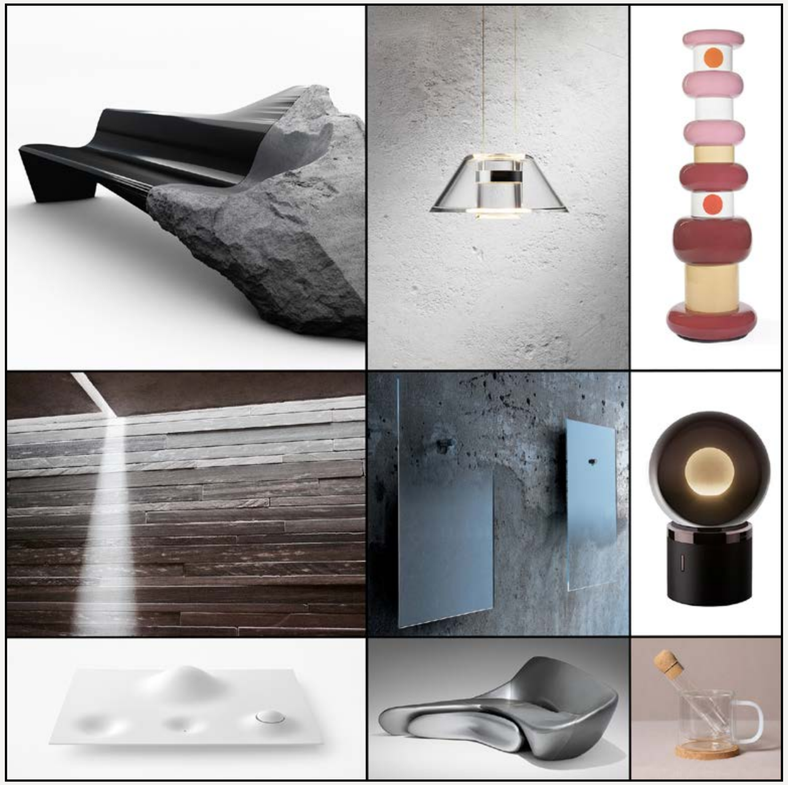
Using nudges to keep you dynamic.

04 Obelisk

More Than a Morning Routine

In so many of our lives, stillness is missing. The weekday morning is a rushed process: throwing on clothes, a quick cup of coffee or tea and out to start one's day. Obelisk aims to bring back a careful moment of rest.

Obelisk is more than a morning routine, it is an innovative use of robotics that brings together the ceremony of tea drinking with meditation.



Tea is inherently spiritual, both in substance and pratice. The beverage is consumed by an estimated 2 billion people everyday in countless ceremonies. As the revered Buddhist monk Popchong Sunim puts it, "Tea is a path to the universe."

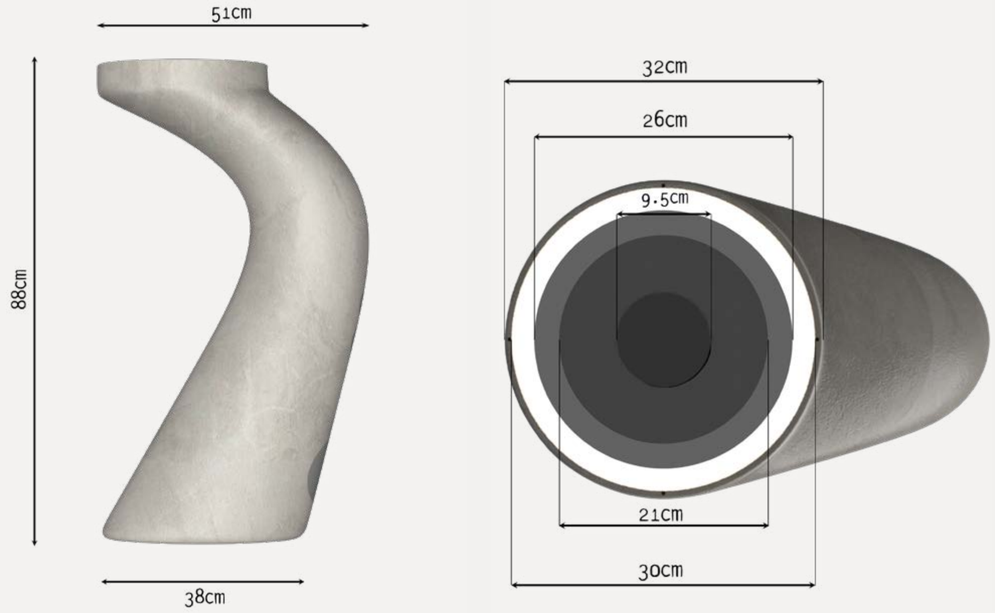
Obelisks too are paths to the universe; totems, spires and obelisks were built through millennia by disparate cultures, often with the intent of asking for or offering something. Egyptian, American Indian and Aztec culture, all constructed these objects to bring them closer with their deities.

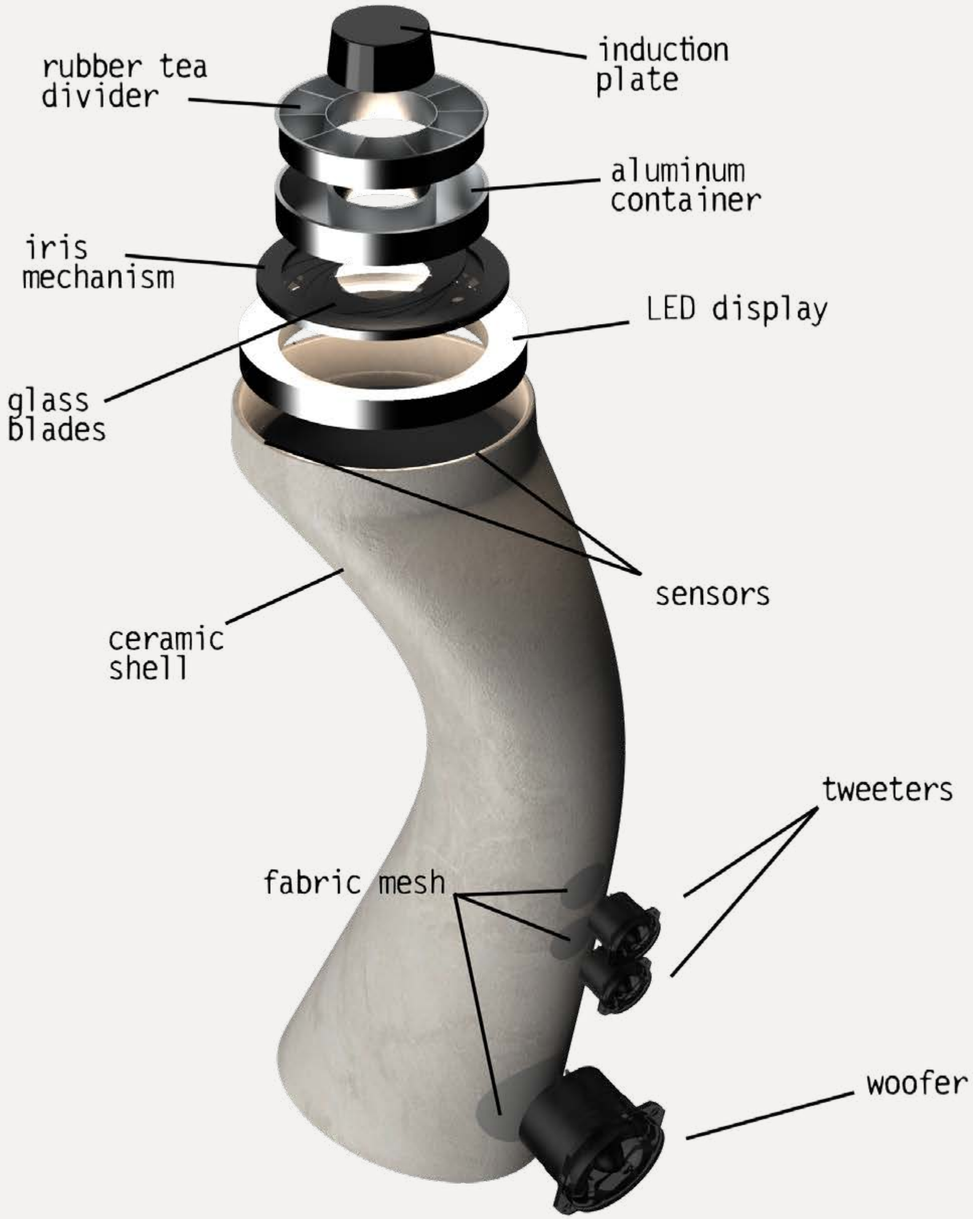
Throughout the design process, I held the great minimalists in mind. The goal was to create a device that doesn't demand attention, in size or form, that fits perfectly into the user's space. Below are some of my design references.

To open the aperture ring, a user rotates their hands above the LCD display. ‘Shadows’ are cast on the screen, demonstrating a connection with the device. A 360 degree rotation reveals the teas below. Placing a cup of water on the plate and holding your hands above the device begins the process of boiling.

As the water comes to a boil, dynamic and unique animation sequences play while sounds guide you through a meditation.


slits for infusing
removeable induction plate
infuser resting hole


51cm
88cm
38cm
32cm
26cm
9.5cm
21cm
30cm


rubber tea divider
induction plate
aluminum container
iris mechanism
LED display
glass blades
sensors
ceramic shell
tweeters
fabric mesh
woofer

aidancwilliams.com
aidancwilliams@gmail.com
LinkedIn
+39 352 0599 580