

PORTFOLIO

rubenstein.design

CONTACT

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SKILLS

Product Ideation

Rapid Prototyping

Generative AI

Design Systems

Interaction Design

Visual Design

User Research

Haptic Technology

Audio & Video Editing

TOOLS

Figma

Claude Code

Cursor

HTML & CSS

Adobe Creative Suite

Fusion 360

EDUCATION

Master of Fine Arts, Design

California College of the Arts

Bachelor of Arts, Film Production

Fairleigh Dickinson University

PRODUCT DESIGNER • TOOLS & PLATFORMS

William Rubenstein

Product designer, 10+ years building 0→1 creative and enterprise platforms with recent work bridging generative AI into creative workflows.

EXPERIENCE

Netflix

Aug 2019 – Jun 2026
Los Gatos, CA

Staff Product Designer

- Built main developer suite, enabling production and launch for 100+ mobile and cloud games on Netflix platform, from 0-to-1, consolidating disconnected tools into one core hub, lead designer supporting multiple engineering teams.
- Extended Netflix's component-based design system to keep partner and developer-facing tools consistent and on-brand at scale, translating API-driven capabilities into intuitive experiences.
- Design lead for the Branch Manager tool used to create interactive titles, demystifying complex nonlinear storytelling logic for writers and producers and enabling the launch of 15+ interactive titles like Bandersnatch.
- Initiated and led the game developer platform's IA and navigation overhaul. Research called the result “logical, intuitive, clean”; 99% of early-access users kept the redesign.

Meta

Sep 2018 – Aug 2019
Menlo Park, CA

AR Product Designer

- Simplified segmentation workflow for Spark AR Studio from a complex configurable material into a simple selector, lowering the barrier for creators.
- Iterated augmented reality experiences for the AR platform, building a kiosk concept for Facebook Portal and supporting Instagram shopping.

Immersion

Jul 2013 – Sep 2018
San Jose, CA

Interaction Design Architect

- Design/UX lead for the haptic-trigger technology in Sony PlayStation 5 DualSense controllers (93M+ peripherals); owned the target feel, authoring workflow, and best practices.
- Designed the first cross-engine haptic creative tool with a no-code, timeline-based authoring workflow, enabling generation of complex effects in seconds.
- Shipped authoring tools and content across mobile and wearable devices for OEMs including Samsung and Huawei; 20+ patents in haptic technology.