

WILLIAM
MEEKER

Working at the intersection of lifestyle, technology, and design, Will brings a hands-on approach to creating and refining brands, products, and businesses.

His cross-discipline work spans the strategic, spatial, interactive, and physical – with architecture as an underlying framework across everything he touches.

Through Mill Co. LLC, he works across brand, product development, and the maunfacutred and built environment.

Raised in Portland in a bilingual Japanese education, Will developed an early fluency across cultures and value systems, particularly around craft, theory and practice and has spent his career finding the connection between disciplines that others treat as separate.

Experience

- Mill Co. LLC**
Founder
San Francisco, CA | 2017 – Present
Mill Co. LLC is a design and strategy consultancy working across brand, product design, development, and the built environment.

Astro Studios
Strategy Director
San Francisco, CA | 2011 – 2017
Directs strategy and creative across brand, product, experience & interactive teams while building and nurturing long-term relationships with clients.

Studio Under Manufacture
Collaborator, Digital Fabrication
Oakland, CA | 2007 – 2012
Multi-year collaboration creating commisions and new digital fabrication processes from residential to urban scale projects.

MASH SF | Cinelli
Brand and Product Director
San Francisco, CA | 2006 – 2012
Directed the brand and product range for MASH SF and the Cinelli line of products including bicycle frames, parts, soft-goods and accessories.

Martin Clothing (Nice Collective)
Brand Director
San Francisco, CA | 2009 – 2011
Co-Founded the line of menswear in collaboration with Nice Collective. Launched DTC as well as in Barney’s, Steven Alan and Fred Segal.

Freelance Design | Photography
Portland | New York | San Francisco 2002 – 2010
Directed the design and development of numerous websites and photographed for Nike, Shepard Fairey, MASH SF and others.

Education

- California College of the Arts**
BArch Architecture
with Distinction
San Francisco, CA

School of Visual Arts
Photography
New York, NY

Northwest Academy
Portland, OR

Expertise

- Strategy**
Insights & Research
POV Development
Digital Strategy
Brand Positioning
Trend Forcasting
Theory & Planning

Design
Creative Direction
Graphic Design
Industrial Design
Interaction Design
Retail Design
Product Development

Select Clients

- Bentley Motors
Bose Corporaton
Corning Inc.
Dolby Labratories
General Electric
Google
Henrybuilt

Hewlett-Packard
HTC / Vive
Intel
Meta
Nike Inc.
Shinola Detroit
The Art of Shaving