

Will Rule

will@rulewill.com

610-246-4839

rulewill.com

CREATIVE TECHNOLOGIST

Designer-developer who takes ideas from concept to working product — iOS apps, interactive installations, and the hardware they run on. I own the whole pipeline: interface design, native code, computer vision, electronics, and fabrication.

SELECTED WORK

Dialed Golf 2026 · iOS App · In development

Founder · Design & Development

AI-powered green-reading tool: films a real putt with the phone camera and a custom folding stand, translating roll behavior into a personalized read on green speed and pace. Designed the brand and interface, trained the computer-vision ball-tracking model, and engineered the 3D-printed stand that packs flat into a golf bag.

Swift

Computer Vision / Create ML

React

Fusion 360

3D Printing

CUES 2025 · Interactive Installation

Concept, Design & Development

Two-person installation exploring communication and trust. One participant stands inside a triangular structure facing a projection while a partner verbally guides their hands to illuminated targets; Kinect body tracking detects alignment and triggers responsive visuals and audio.

Kinect

TouchDesigner

Blender

After Effects

Breadcrumbs 2024 · Physical Computing

Design, Fabrication & Development

A framed, 3D-printed map of State College, PA with an embedded LED grid that traces my movement through town in real time. Built the modular tile map, soldered the LED matrix, wrote the ESP32 firmware, and developed the companion iOS app that syncs live location to the board.

ESP32

Swift

3D Printing

Electronics

Align 2023 · iOS App · App Store

Design & Development

Published photography app on the App Store that guides users to capture photos matching a target shape via a live overlay, then compiles them into a video that rewards careful alignment.

Swift

Xcode

EXPERIENCE

Guest Lecturer — iOS Development

Penn State, 4th-year CS course

Dec 2024 & Apr 2026 — invited twice to teach native iOS development

Barista

2017 — present · 9 years

High-volume craft and customer service, with an ongoing latte-art portfolio.

EDUCATION

Penn State University

B.Des — Bachelor of Design

Digital Art & Media Design

Class of 2026

SKILLS

Code

Swift / Xcode

Create ML

Arduino / ESP32

Firebase

Unity

React

Design

Adobe Suite (Ai · Ae · Ps · Pr · Lr)

Blender

DaVinci Resolve

HeavyM

Fabrication

Fusion 360

Rhino

PrusaSlicer / 3D Printing

Laser Cutting

Soldering & Electronics

Full project documentation & video at rulewill.com