

Jeff Wright
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Experience

Senior Manager of User Experience / Creative Director (2009 - Present) Morrisville, NC

Led a team of 12 individuals, including visual designers, usability testers, user experience strategists, copywriters and others in the strategic, visual, interactive design, and HTML/CSS coding of iContact.com, including the core product application and all marketing sites and creative.

- Reformed the UX team from a segmented afterthought into a high-performance, high-morale, design team that is a leading voice in the overall direction of the iContact product suite
- Integrated iContact's Marketing Design team into the UX team to expand the user experience, streamline production processes, and provide a consistent brand
- Created and advanced iContact's overall process toward design, design research, design quality, and iteration
- Implemented bi-weekly first-person Usability Testing, reporting, and iterative design cycle

Owner | Jeff Wright Web Design & Development (1999 - Present) Apex, NC / Woodbridge, VA

Full-service web design & development company, serving national and international clients such as Scholastic Books, National Association of Music Education, Communication Workers of America, and many others.

- Executed all business efforts including strategy, project management, client relations, business development, and hands-on creation of project deliverables
- Hired and managed numerous contractors and service providers on multiple simultaneous projects
- Guided the strategies for clients with complex, mission-critical online objectives
- Designed and developed web sites in XHTML/CSS, Flash, PHP and MySQL for countless interactive projects
- Partnered with numerous traditional design firms to operate at their de-facto interactive department

Associate Creative Director | Arnold Communications / circle.com (1998 - 1999) McLean, VA

Led the interactive department in a national top 20 advertising/interactive firm in the creation and execution of interactive projects for clients such as Mobil One, SAP America, the Washington Redskins, and DeWalt Tools.

- Directed and supervised all Art Directors, Designers, and Writers in the creation of online content
- Fostered strong relationships with clients, including day-to-day client management and new business

Art Director for Web & Digital Services | Elliott Van Deutsch (1997 - 1998) Falls Church, VA

Built a capable, professional interactive department for a small traditional advertising agency.

- Created and implemented standards and policies for all interactive work
- Supervised in-house design team on all interactive work
- Lead client service and new business for all interactive projects

Senior Graphic Artist | America Online (1994 - 1996) McLean, VA

As the first in-house artist at America Online, created, grew, and managed AOL's internal art department.

- Worked directly with all major partners, including ABC, NBC, Viacom, and the NFL in their first online projects.
- Hired, supervised, evaluated, and trained graphic artists new to the online medium.
- Conceived and wrote the internal AOL Art Guidelines, a first-of-its-kind instructional book for screen design.
- Presented numerous seminars for producers and partners in the techniques and technology of online media.
- Contributed to all of AOL's design decisions, including major input into AOL's breakthrough versions, 2 and 3.

Education

Ringling School of Art & Design (1989 - 1993) Sarasota, FL
Bachelor of Fine Arts in Illustration

University of North Carolina at Greensboro (1991) Greensboro, NC
Liberal Arts coursework with electives in broadcast/cinema

References

Available by request