

Jeff Wright

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Jeff Wright has over fourteen years experience leading the design and development of online communications for clients and projects of all sizes and complexities.

He began his career in 1994 as the first in-house designer for AOL. At that time web and online adoption was extremely limited, and Jeff worked closely with a number of major clients including Viacom (MTV and Nickelodeon), the NFL, ABC Television, and NBC Television in their first-ever forays online.

Jeff built the founding design team, "AOL Art Dept.", hiring and managing the first several full-time designers and production artists; Wrote the first set of "Art Guidelines" (since books on the topic of screen design were in short supply); And oversaw the visual development of AOL during its transition from a distant third-place online service to its emergence as the dominant player.

In late 1996 Jeff entered the marketing industry, soon becoming the Associate Creative Director for Arnold Communications / Circle.com (now Arnold Worldwide), a national top 20 advertising and interactive agency. In this role, Jeff led the visual and written creative work for clients such as DeWalt Tools, Mobil 1, SAP America, and the Washington Redskins.

In 1999, he founded Jeff Wright Web Design & Development in an effort to work for clients of all sizes in a leaner, more individualized, more flexible manner. Whether working solo, in concert with a client's in-house resources, or in partnership with other specialists, Jeff has helped scores of organizations succeed on the web.