

JEFF WRIGHT

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EXPERIENCE

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

Web design & development company, creating user-focused web solutions for 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, UI/UX, and hands-on creation of project deliverables
- Hired and managed numerous contractors and service providers on multiple simultaneous projects
- Guided the online strategies for clients with complex, mission-critical online objectives
- Designed and developed web sites in XHTML/CSS for countless interactive projects
- Partnered with numerous traditional design firms to operate at their de-facto interactive department

More information on Jeff Wright Web Design and Development is available at <http://www.jeffwright.com>

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
- Selected to join the leadership group of Circle.com, a new company spun off from Arnold's interactive team
- Led UI/UX efforts for the team, including supervision in creation of wireframes, workflows, use cases, and informal usability testing as needed.

Art Director, 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 technical and UI/UX 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 and managed AOL's first internal design team, reporting directly to the Director of User Interface.

- Worked personally with all major partners, including ABC, NBC, Viacom, and the NFL in their first online projects
- Hired, supervised, evaluated, and trained designers 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, intuitive UI/UX, and understanding usage metrics.
- Fostered a focus on novice users, new to the Internet, through rigorous UI standards, workflows, focus groups, and formal usability testing.

EDUCATION

Ringling College of Art & Design (1989 - 1993) Sarasota, FL

Bachelor of Fine Arts in Illustration

University of North Carolina at Greensboro (1991) Greensboro, NC