

## JEFF WRIGHT

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## EXPERIENCE

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### **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

*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
- Assisted in the creation of project management policies and procedures for interactive projects

### **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 standards and policies for all interactive work
- Supervised in-house design team on all interactive work
- Lead client service and new business for all new media 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
- Directed the development of AOL's first project management and time tracking database, and the online system through which design requests were made

## EDUCATION

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### **Ringling College 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