

ETHAN WRIGHT

A selection of works displaying the design
capabilities of Ethan Wright

RESUME

EDUCATION

High School Degree, New Covenant School
Anderson, SC 29621 – 2016-2021

Graphic Design BFA, Anderson University
Anderson, SC 29621 – 2025
GPA: 3.80/4.00

EXPERIENCE

Freelance, Kelley Engineering
Piedmont, SC – summer 2022

Designed and built website. Collected promotional photography for web and social media use. Created promotional videos for website and social media.

Freelance, 9/8 Central
Greenville, SC – summer 2022

Designed collateral for new filming facilities.

Intern, Techtronic Industries

Anderson, SC - summer 2021

Color corrected and edited videos for both social media and internal use.

HONORS

Sophomore Portfolio Distinction
Fall 2022

Was one of four students in the entire art and design program at Anderson University to receive the award of distinction on sophomore portfolio.

CHATUGA

SUBJECT:
Branding

SKILLS USED:
Typography

This project aims to address the visual identity challenge faced by Camp Chatuga by creating a bespoke typeface called "Chatuga Extra." The motivation stems from the recognition of a commonly used typeface shared by unrelated camps. Research delved into the camp's history and values, seeking a typeface that embodies friendliness, adventure, and establishment. The concept originated from the distinctive bell used at the camp, dedicated to its founders in 1995. Development involved adapting the bell's shape into the letter A and extending it to maintain consistency across other letters. The final solution establishes a cohesive system with elongated circular patterns, a three-by-five grid, and uniform curve degrees for all letterforms, providing Camp Chatuga with a unique and differentiated visual identity.

A B C D E F G H I J K L M
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a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
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* SHOUT IT *
ALOUD

LOREM IPSUM
Lorem ipsum
Lorem ipsum

A A A A A A A
A A A A A A A

EXTREME

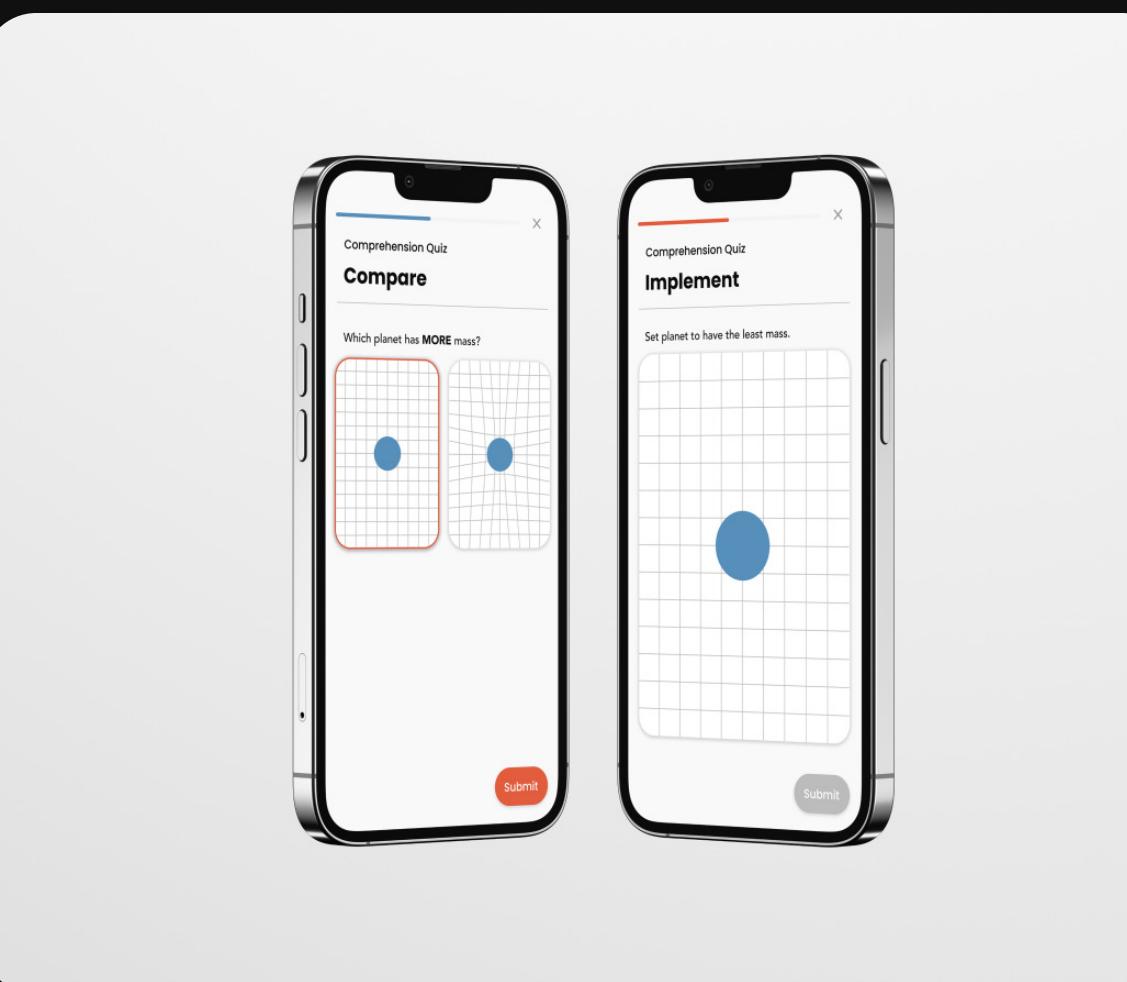
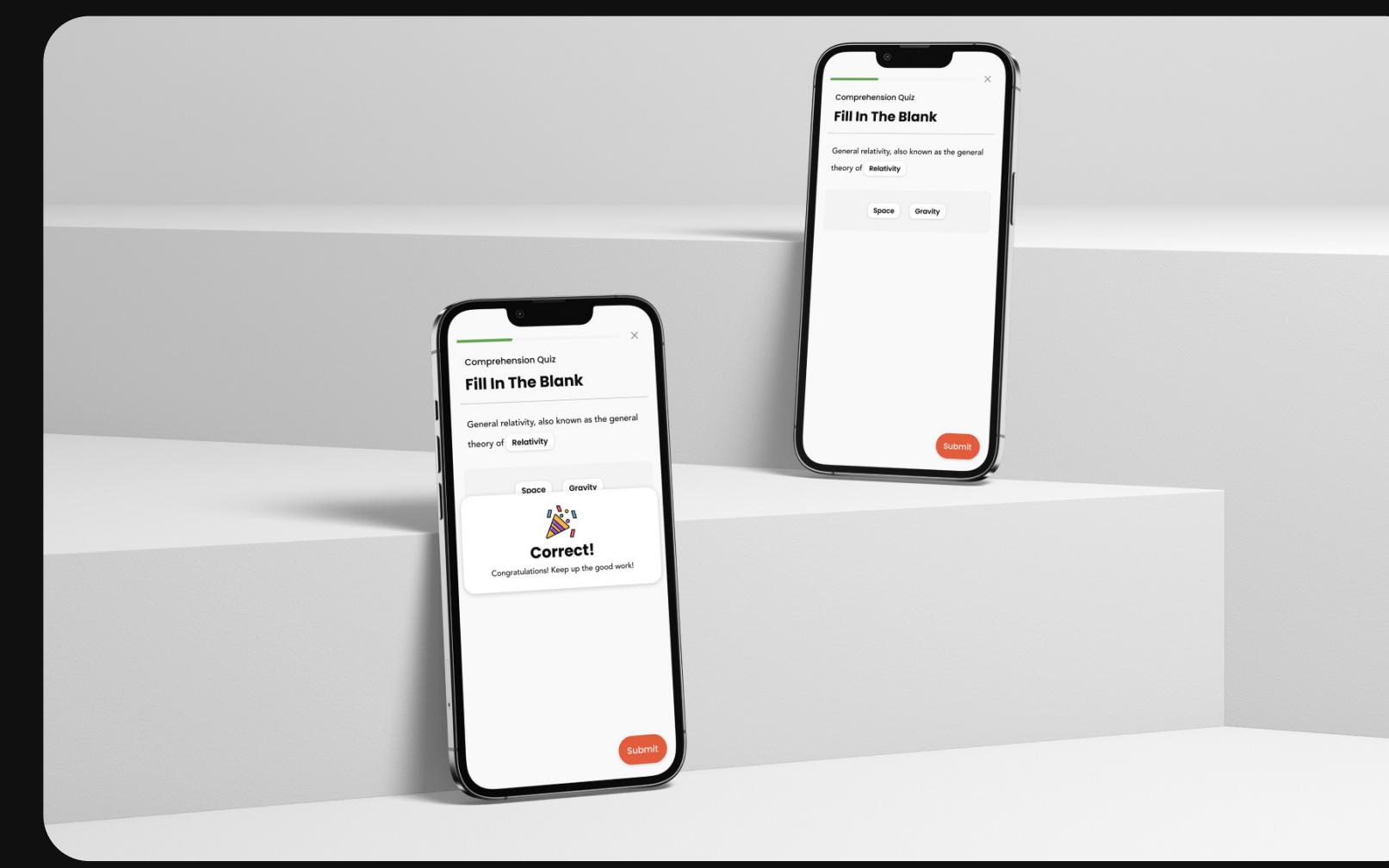
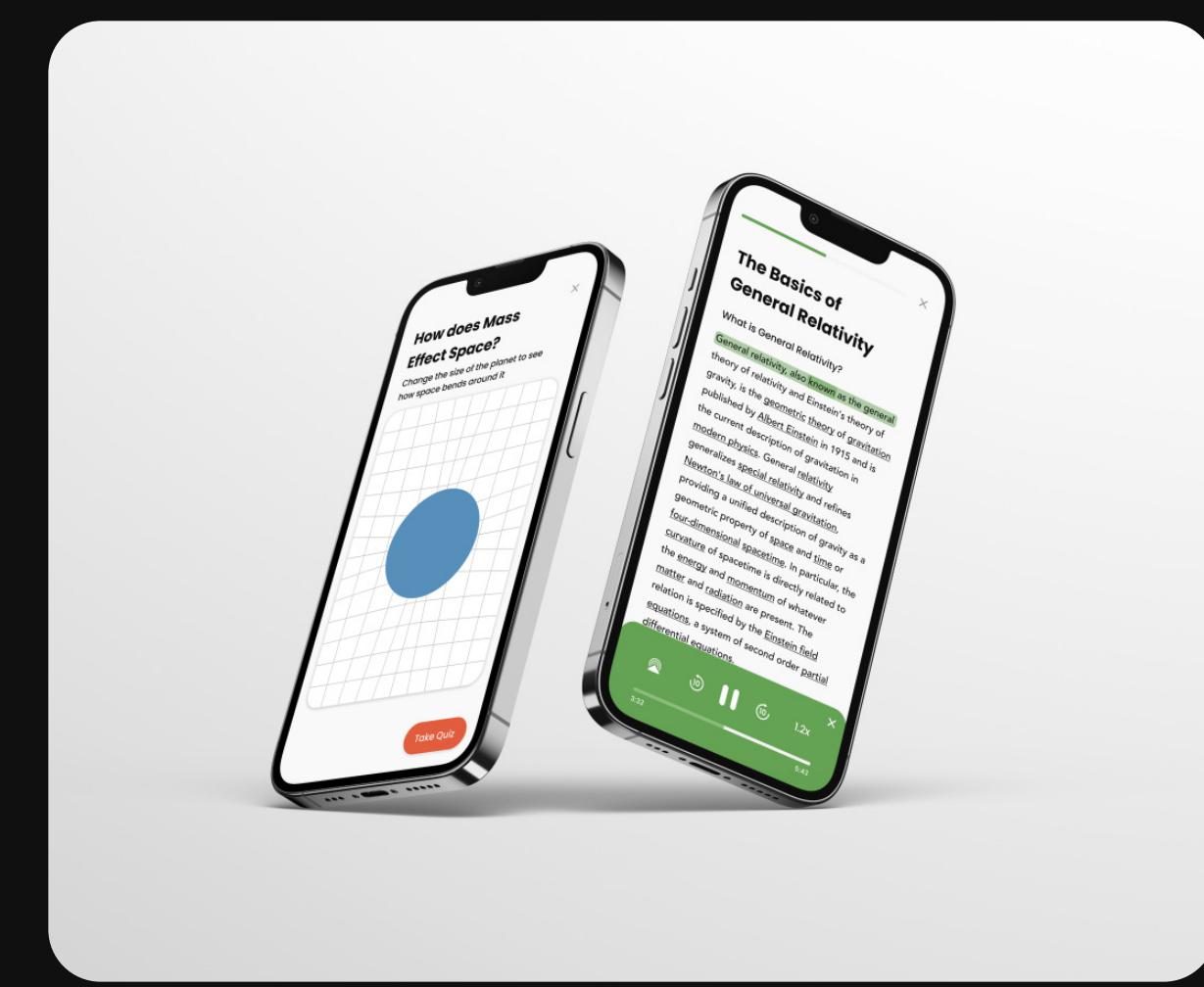
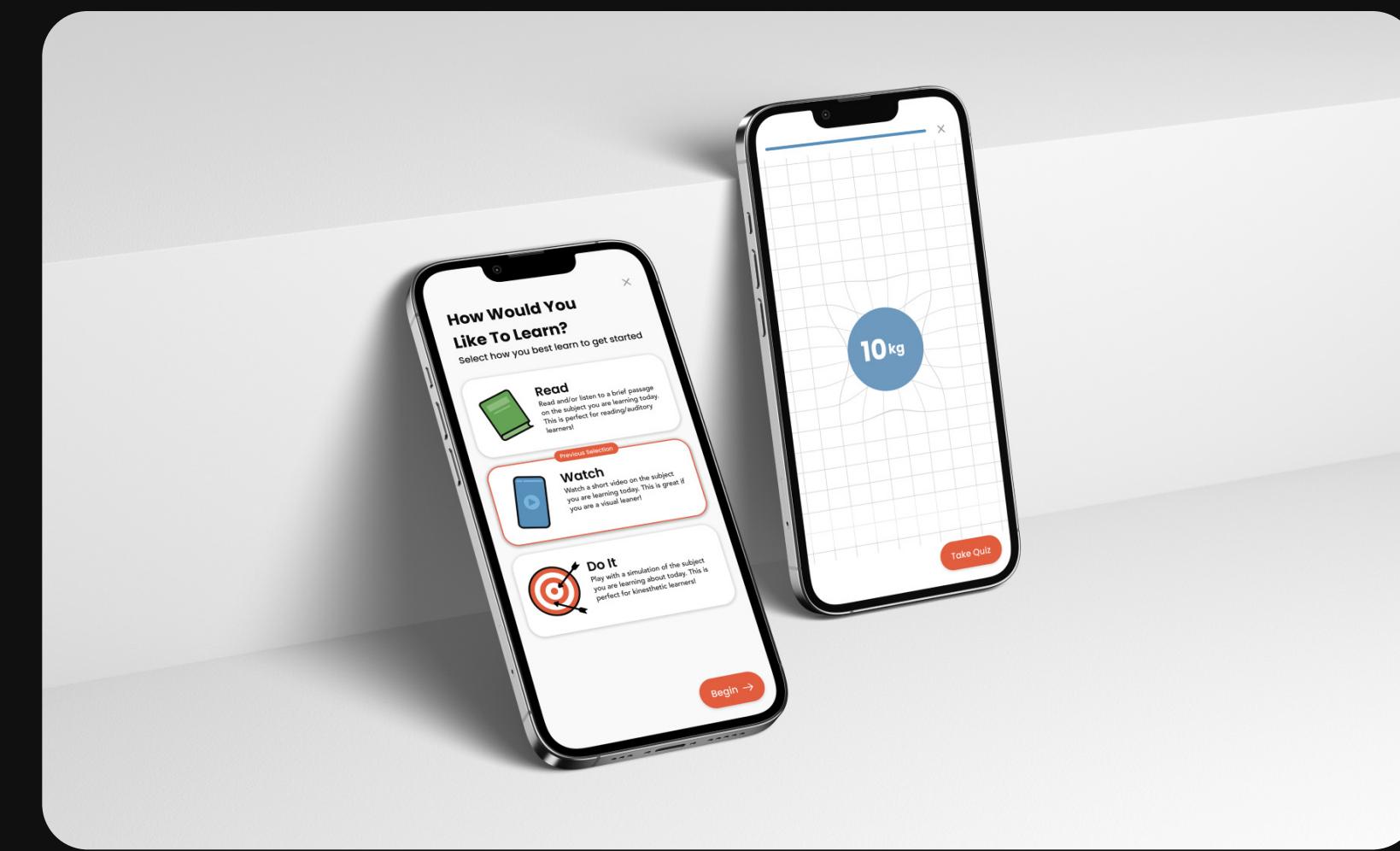


NOTION

SUBJECT:
User Experience

SKILLS USED:
UI Design
Interaction Design
Motion Design

This project aims to transform education through a customized app for college students aged 18 to 22. The app offers three learning methods (reading, watching, doing) to accommodate different learning styles. It prioritizes a friendly interface with soft aesthetics and calming colors. Testing methods align with each learning style, ensuring comprehensive understanding. The goal is to make learning enjoyable and accessible, empowering students to embrace education in their preferred way.



ENGRAM

SUBJECT:
Furniture

SKILLS USED:
3D Design
CNC Operation
Studio Photography

This project involved a team collaboration to design and build "The Engram Chair" for young adults in compact living spaces. Influenced by design principles from Rams, Tschichold, and Le Corbusier, the chair prioritizes modularity, comfort, and adaptability. Its form is simple and provisional, using natural and raw materials. The design process included prototyping and a digital 3D model for precision. Challenges included refining the philosophical statement, integrating raw materials, and maintaining design integrity. "The Engram Chair" visually represents the team's design philosophies and serves as a functional, minimalist solution for small spaces.

TEAM:
Ethan Wright (Team Lead)
Ellie Gramm
Rebekah Weeks



PLAY

SUBJECT:
Exhibition

SKILLS USED:
3D Design
Print Production
Studio Photography

This collaborative project embarked on the creation of a captivating exhibition focused on toys and modernism, aiming to showcase the global implementation of Bauhaus and Modernist ideals within the realm of play. Recognizing play as a universal language transcending borders, the project sought to unveil the intricate ways in which design interacts with children, instigating a contemplative perspective among parents. Sponsored by für Gestaltung Zürich, the children's exhibition will feature carefully curated works by toy designers embodying reductive and foundational principles, all hailing from Czechia, America, Switzerland, Netherlands, or Germany, and active between 1920 and 1970. To ensure a seamless cross-cultural experience, the exhibition and accompanying guide books for children and caregivers will be meticulously designed in accordance with the Swiss international style.

TEAM:
Ethan Wright (Team Lead)
Ellie Gramm
Rebekah Weeks
Jackson Night



OFFHAND

SUBJECT:
Card Game

SKILLS USED:
Icon Design
Package Design

Offhand, Adventure Cards addresses South Carolina's low well-being rankings by utilizing a deck of 52 cards focused on health, wellness, and community. The game encourages spontaneous adventures by combining cards with activities, places, and topics. Research highlighted the importance of minimizing social isolation. The cards' colors reflect the associated emotions, and user testing led to adjustments, ensuring an engaging final product that promotes well-being through shared experiences.

