

Will Wright

Front End Developer & Designer

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@WilliamWright Will Wright



Edinburgh-based Front End Developer, with a background in graphic design. With over 15 years of experience, having acquired great knowledge and expertise working alongside award-winning professionals crafting innovative solutions that balance strategy, technology and usability.

SKILLS

Web Development

ruby ruby on rails javascript
html5 css3/sass django
react jquery meteor
bootstrap git
responsive development
e-commerce

Digital & Graphic Design

art & creative direction
responsive design
email marketing
social media marketing
display & sem/ppc (google adwords)
digital & film photography
studio lighting
laboratory film processing
digital post-processing

Other Skills

adobe illustrator
adobe indesign
adobe lightroom
adobe photoshop
apple aperture bash/zsh
codekit microsoft office
quarkxpress sketch
sublime text transmit typekit
unix vim

WORK EXPERIENCE (11)

Front End Lead at Clazzoo.com

March 2016 - Current

www.clazzoo.com

Clazzoo is a cloud based, online booking and business management software system for providers of offline classes.

- Responsible for the build, design implementation and maintenance of the company's mobile-first web app based on Ruby on Rails, including customer facing interface, provider's dashboard and admin environment.

UI Developer & Designer at Flavourly.com

October 2014 - February 2016

www.flavourly.com

As recently featured on the BBC's Dragons Den, receiving 4/5 offers of investment, Flavourly helps consumers discover the best, hard to find, gourmet food and craft beer from independent suppliers via a subscription sampling service. Each month they match their customers to mouth-watering products and deliver them direct to their desk or door! An online marketplace then makes it super easy to order more of their new favourite products.

- Redesign and responsive development (HTML, CSS, Javascript, jQuery & Django) of the company's new mobile-first website and eCommerce BrewStore, all of this with usability and a quality user experience as a main focus.
- Design of all printed media such as brochures, flyers, promotional materials, packaging and more.

Web Development Contract at Simple Financial

July 2014 - September 2014

www.simplefs.com

Simple Financial is a Glasgow based group of 4 companies offering bespoke financial services and guidance to the public.

- 3 month Web Development Contract, being responsible for the redesign and responsive development (HTML, CSS, jQuery) of some of the company's new client-facing websites.
- Built a Will Writing web app in Responsive HTML (Bootstrap), CSS, jQuery and AngularJS.

Co-founder at Kork Wines

April 2012 - June 2014

www.kork.com.br

Kork Wines was an online retailer of carefully curated wines from small and passionate producers from around the world.

- Developed the company's business plan securing a venture capitalist investment of £150k.
- Participated in several trade shows promoting the company and generating new leads and partnerships.
- Sourced products from winemakers all around the world, negotiating over 60 available labels.
- Acquired over 3000 sign-ups during the first year of operation.
- Designed and built a Magento-based eCommerce website for the company (HTML, PHP, CSS, jQuery).

Digital Creative Director at Nautilus Design & Strategy

February 2012 - February 2014

www.nautilus.biz

Nautilus is a full-service advertising and design agency with a focus on delivering innovative and strategic solutions through an extensive cooperative network of professionals with diverse specialities, allocated on a per project basis.

- Responsible for digital design, front-end development, social media strategy and display & SEM/PPC campaigns.
- Designed and developed the website, marketing campaigns and online presence for the highly publicised São Paulo Mayorship SP2040 project by the University of São Paulo.
- Provided extensive training for the SP2040 in-house team on management of the website with over 5k visits/day.

Front End Developer & Designer at Wrightdesign

December 2009 - January 2012

design.wright.is

Freelancer in the fields of graphic & digital design and development including websites, print and digital advertising (display and SEM/PPC), branding, brochures, CMS, HTML email newsletters, web analytics reports and more.

- Designed and developed FIA Business School's websites, social media strategy, marketing campaigns and branding, increasing visits in over 300%.
- Attracted high-profile international candidates to all 3 FIA Business School MBA programs, enabling them to successfully recruit for 2 classes per year on each program since 2009.

Digital Creative Director at Extra.com

February 2008 - December 2009

Extra.com is an advertising agency offering an attentive integrated service to local businesses.

- Coordinated a new digital department within the agency, which I helped create, staff and train.
- Developed a politician's marketing strategy and campaign, resulting in him being the third most voted for mayor.

Mac Specialist / Creative at Apple UK

March 2007 - December 2007

www.apple.com/uk

European Operation Centre in London of the American multinational corporation headquartered in California, that designs, develops, and sells consumer electronics, computer software and personal computers.

- Participated in the launch of the iPhone to the European market.
- Delivered customer training on Mac OS X, iOS and creative software.

Art Director at WG Communication

December 2004 - January 2007

A medium-sized advertising agency with high-profile clients, in the areas of trading, food and beverages, and publishing.

- Directed photo shoots and films, creating and designing numerous published adverts published in national circulation magazines, newspapers, posters, television, radio and online advertisements.

Art Direction Intern at W/Brasil (now W/McCann)

June 2003 - December 2004

One of the world's most creative advertising agencies, awarded over 30 Golden Awards at Cannes and other events.

- 6 Month internship creating several published adverts for clients such as AmBev, BR Foods, Redbull and Reebok.

Software Development Intern at DF Systems (IBM)

August 2001 - Invalid date

IBM in-house systems development for distance learning platforms.

- Created web-based animations for distance learning programs for the University of São Paulo.

EDUCATION (6)

International MBA at FIA Business School

2009 - 2010

Grade: 4.0

Postgraduate Communication Design

at University Of The Arts London - Central Saint Martin's School of Art and Design

2005 - 2005

Grade: 4.0

Bachelor of Arts in Advertising and Marketing Communication and Arts at Mackenzie University

2003 - 2006

Grade: 4.0

Undergraduate studies in Electronic Engineering Engineering at Mackenzie University

2000 - 2003

Secondary School at Miguel de Cervantes (Spanish)

1994 - 1999

Primary School at St. Paul's School (British)

1985 - 1994

PUBLICATIONS

Portraits of India: the scenes, the people, the beauty in Blurb

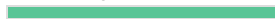
12 July 2012

Traveling the world, Will began to observe the relationships people keep between them and the rest of the world. He believes we are all global citizens and it is through photography that he tries to document how people so distant can be so similar to you and me. This book focuses on some of his portraits taken in the streets of India.

LANGUAGES

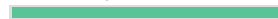
English

Native speaker



Portuguese

Native speaker



Spanish

Fluent (Bachiller Diploma)



INTERESTS

Photography

film photography

street photography

Outdoors

bouldering

rock climbing

mountaineering

hiking

REFERENCES

“ Technology + Creativity + Design... Will's work represents the sum of these skills, but the result is much more than the sum of each part... I highly recommend Will. ”

Pedro Menezes, Senior Creative Director at Quaderno

“ Will has a broad and global experience for management. Having him as a classmate during our MBA was a fantastic experience. His neat vision and quick wit added great value for all of us! I highly recommend him as a professional. ”

Fabio Machado, Owner at Global Link Consulting

“ Will Wright is an exceptionally talented young professional. Besides very well trained, he is deeply perceptive, responsible and supportive. His design recommendations I follow much to my delight. He should fully flourish in any business environment where an artistic bent is cherished. ”

Alfredo Behrens, Professor, Cross-Cultural Management at FIA Business School, International MBA

“ Will brings together two very interesting traits based on his multicultural upbringing. His keen and trendy creativity shows his Brazilian DNA with a much-focused mindset on objectives. On his heritage, his British organisation counterparts in a very positive manner usually unseen in his line of work. By aggregating these traits makes him a differentiated professional that focuses in the established objectives. ”

Arthur Wong, Marketing Manager, PR and Club Management at Ducati Motor Holding