

Will Wright

+44 (0)7922 774469 • will@wright.is
uk.linkedin.com/in/wrightwilliam • @WilliamWright
British Citizen • 36 years old • Edinburgh, UK

Will is a co-founder at Kindaba where he works to enable families to communicate and share valuable moments privately with the people they love, wherever they are. After working for more than 18 years in design and web agencies as well as several early-stage startups, Will knows what it takes to create a truly engaging experience—and it's not about using the latest Javascript framework of the week. It's how well you connect with the people using your product and the work you do to provide them with a compelling and intuitive solution. **Core competences include:**

Javascript • Ruby • Ruby on Rails • HTML5 • CSS3/SASS • Python • Django • React • React Native • Git • AWS • Responsive Development • e-Commerce • Data Analysis • Google Data Studio • Google Adwords • Google Analytics Certified • User Experience & Interface Design • Adobe Creative Suite • Sketch • UNIX • Vim

Work Experience

Kindaba — June 2017 – Present

Kindaba is an alternative private space where family members can feel confident and engaged sharing their special moments.

Co-founder

- Ensuring we provide the best possible experience through intuitive user-centred design and comprehensive support
- Leading a team of engineers in the development of React and React Native apps with a Python/Django back-end
- Identifying and providing data analysis of key metrics and reporting of user engagement and acquisition trends

Clazzoo.com — March 2016 – June 2017

Clazzoo is a cloud based, online booking and business management software as a service for providers of recurring classes.

Senior Software Engineer

- 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.

Flavourly.com — July 2014 – February 2016

A food & craft beer discovery service which helps consumers discover amazing products monthly from small independent suppliers, while providing a viable sales channel for suppliers to both grow their business and launch new products.

Front End Engineer & Designer

- Redesign and responsive development (Python/Django, HTML, CSS, & Javascript) of the company's new mobile-first website and eCommerce "Marketplace", 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.

Kork Wines — April 2012 – June 2014

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

Founder

- Developed the company's business plan securing an investment of £150k.
- 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).

Nautillus Design & Strategy — February 2012 – February 2014

Nautillus 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.

Digital Creative Director & Partner

- 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 handling over 5k visits/day.

Wrightdesign — December 2009 – January 2012

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.

Front End Developer & Digital Designer

- Designed and developed FIA Business School's websites, 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.

Extra.com — February 2008 – December 2009

Extra.com is an advertising agency offering an attentive integrated service with a focus on local businesses.

Digital Creative Director

- 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.

Apple UK — March 2007 – December 2007

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.

Creative Pro

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

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.

Art Director

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

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.

Art Direction Intern

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

DF Systems (IBM) — August 2001– November 2002

IBM in-house systems development for distance learning platforms.

Software Development Intern

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

Volunteering

CodeYourFuture — February 2017 – Present

CodeYourFuture is a non-profit organisation supporting refugees with the dream of becoming developers. Students participate in a 6-month programme where, closely supported by experienced developers, they learn front and back end development, project-management and working culture, making them full-stack developers as they finish the course.

Board Member & Mentor

- Helping establish the Edinburgh operation following the successful launch of the London based programme.
- Supporting the students by giving them feedback on their work and by helping them with problems they might encounter in their assignments.

Education

- FIA Business School — Masters in Business Administration **International MBA**, 2010
- University of Arts — Central Saint Martin's School of Art and Design — Postgraduate in **Communication Design**, 2007
- Mackenzie University — Bachelor of Arts in **Advertising and Marketing**, 2006
- Mackenzie University — Undergraduate studies in **Electronic Engineering**, 2003
- Miguel de Cervantes (Spanish) — Secondary School, 1999
- St. Paul's School (British) — Primary School, 1994

Interests

- Photography — Film photography • Street photography • Studio lighting • Film processing • Digital post-processing
- Outdoors — Bouldering • Rock climbing • Mountaineering • Hillwalking
- Fully fluent as a native speaker of English and Portuguese, and fluent in Spanish (Bachiller Diploma).

Recommendations

"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