

# Will Wright

+44 (0)7922 774469 • will@wright.is • @WilliamWright  
uk.linkedin.com/in/wrightwilliam • pixel.wright.is  
British Citizen • 35 years old • Edinburgh, UK

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## Software Engineer

Edinburgh-based Software Engineer, 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. **Core competences include:**

Ruby • Ruby on Rails • Javascript • HTML5 • CSS3/SASS • Django • React • jQuery • Meteor • Bootstrap • Git • Jekyll • Responsive Development • e-Commerce • Email Marketing • Social Media Marketing • Display & SEM/PPC (Google Adwords) • Google Analytics Certified • Adobe Creative Suite • Sketch • Bash/ZSH • UNIX • Vim

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## Work Experience

### Clazzoo.com — March 2016 – Present

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 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).

### Nautilus Design & Strategy — February 2012 – February 2014

Nautilus is a small 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.
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## **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.
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## **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
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## **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).
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## **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