

Jeff Wright | Resumé

User Experience and software Product leader with 30 years of experience guiding teams and coaching their members to produce exceptional work, find creative but practical solutions, and drive measurable value for complex software products, while feeling motivated, engaged, and empowered.

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Experience

Director of User Experience | Relias | 2020 – 2024 | Morrisville, NC | relias.com

Led user experience design and research for all Relias products, providing accredited education and regulatory compliance solutions to over 4.5 million healthcare professionals in 11,000 healthcare companies.

- Directed the growth from 2 UX Designers to a team of 16 UX Designers and UX Researchers, serving three product lines in B2B and B2C spaces.
- Attained G2's (g2.com) #1 "Top Product by G2 Score" in Summer 2023, Fall 2023, and Winter 2024 (consecutively) above iconic products from Microsoft, Adobe, Google, and others.
- Drove the creation of an accessible (WCAG 2.1 AA), scalable, component-based UI Design System.
- Reported to Chief Product Officer and directly partnered with Product VPs on all Relias product efforts.

User Experience and Product Consultant | JeffWright.com | 1996 – Present | Apex, NC | jeffwright.com

Provided hands-on consultation and collaboration to companies from small startups to international enterprises.

- *Detailed information is available online at jeffwright.com.*

Techstars All-Star Mentor | 2018 & 2019 | Cary, NC

Invited to be a mentor to the TechStars "Powered by MetLife" 2018 and 2019 classes, consisting of ten technology startups which were selected from thousands of global applicants.

- Selected as lead mentor by FixHealth (fix-health.com) in 2018.
- Named a Techstars All-Star Mentor for my work with FixHealth in 2018.
- Selected as lead mentor by Mellow (forbes.com) in 2019.

Co-Founder / VP Product and User Experience | Sqord | 2012 – 2016 | Durham, NC and Seattle, WA

Established and led every facet of product management and design for Sqord (NBC News) a groundbreaking and highly-recognized fitness wearable gamification start-up for kids.

- Defined the product vision and strategy, from brand experience, to logistical game mechanics for repeat engagement, to the look & feel of all digital and physical products.
- Delivered sustained engagement ~25% DAU/MAU, and retention equivalent to top 10% of mobile apps.
- Drove physical activity increases of 55% in our users, per independent clinical analysis.
- Established innovative COPPA compliant workflows and negotiated certification with TRUSTe.
- Earned an invitation for Sqord into the Techstars 2013 Chicago start-up accelerator.

Experience | Continued

Techstars Alumnus / Network Member | 2013 | Chicago, IL | techstars.com

Earned acceptance into the prestigious Techstars start-up accelerator inaugural Chicago class in 2013, as a co-founder of Sqord, one of ten companies selected from ten thousand applicants.

Creative Director / Senior Manager of User Experience | **iContact** | 2009 – 2012 | Morrisville, NC | icontact.com

Led UX, creative, copywriting, and marketing design for iContact, a leading provider of email marketing tools.

- Created significant company value by producing data-driven, high quality, innovative design work for the company, leading to their acquisition in April 2012.
- Directed the design and delivery of best-in-class MessageBuilder™ UI, driving major increases in customer satisfaction, (subsequently copied by iContact's closest competitors).
- Integrated the Marketing Design team and the UX team to share competencies, operate more economically, and provide a consistent user experience and brand at all customer touch points.

Associate Creative Director | **Arnold Worldwide** | 1998 – 1999 | McLean, VA | arn.com

Led the interactive design team for Arnold Worldwide, known at that time as Arnold Communications, a nationally recognized top 20 advertising firm.

- Directed and supervised designers and writers in the creation of all web sites and interactive marketing for clients such as Mobil One, SAP America, the Washington Redskins, and DeWalt Tools.

Art Director for Web & Digital Services | **Elliott Van Deutsch** | 1996 – 1998 | Falls Church, VA

Built the first in-house interactive capability for an award-winning boutique marketing agency.

Senior Graphic Artist | **America Online** | 1994 – 1996 | McLean, VA | aol.com

Hired as the first in-house designer at America Online (AOL), responsible for design and production of every online graphic element.

- Hired and managed AOL's first digital design and production teams.
- Directly guided AOL's partners, including ABC, NBC, Viacom, and the NFL in their first-ever online projects.
- Led all user interface design during AOL's climb from distant third place (behind CompuServe and Prodigy) to the dominant number one online service.
- Devised solutions for technical constraints and customer adoption obstacles prior to general awareness of email, web, chat, and other information age innovations.

Education

Ringling School of Art & Design | 1989 – 1993 | Sarasota, FL | ringling.edu

Bachelor of Fine Arts in Illustration

University of North Carolina at Greensboro | 1991 | Greensboro, NC