

Will Wright

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British Citizen • 40 years old • Edinburgh, UK

Will is the Head of User Experience at Machine Labs where he works to help businesses grow by improving their return on marketing spend through machine learning based data insights and decision-making. After spending more than 15 years working 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 design trend of the week. It's how well you connect with the people using your product and provide them with a compelling and intuitive solution. **Core competences include:**

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

Work Experience

Machine Labs — March 2019 – July 2022

Artificial intelligence powered marketing solutions and data science for small and medium e-commerce businesses.

Head of User Experience

- Responsible for leading all aspects of design and user experience across all platforms.
- Creation, implementation and management of the company's design system.

Kindaba — June 2017 – February 2019

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

Co-founder

- Ensuring the best possible experience is provided through intuitive user-centred design and comprehensive support
- Identifying and providing data analysis of key metrics and reporting of user engagement and acquisition trends

Clazzoo — March 2016 – June 2017

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

Senior Software Engineer

- Responsible for the build and implementation of a mobile-first web app based on Ruby on Rails.

Flavourly — July 2014 – February 2016

Food & craft beer discovery service helping consumers discover amazing products monthly from small independent suppliers.

Software Engineer & Designer

- Redesign and development (Python/Django, HTML, CSS, & Javascript) of a new website and eCommerce Marketplace.
- Design of all printed media such as brochures, flyers, promotional materials, packaging and more.

Nautilus Design & Strategy — February 2008 – June 2014

Full-service design agency delivering innovative and strategic solutions through a cooperative network of professionals.

Digital Creative Director

- Responsible for digital design, development (Ruby on Rails, HTML, CSS, & Javascript), SEO and PPC campaigns.

Apple UK — February 2007 – January 2008

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

- Delivered customer training on Mac OS X, iOS and creative software and participated in the launch of the iPhone

WG Communication — January 2004 – January 2007

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

Art Director

- Directed photo shoots, created and designed numerous adverts published in national circulation and digital media.

W/Brasil (now W/McCann) — July 2003 – December 2003

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

Art Direction Intern

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

IBM — August 2001 – April 2003

IBM in-house software development for distance learning platforms.

Software Development Intern

- Participated in the build of an Interpretive Structural Modeling (ISM) computer assisted learning process.
- Created web-based animations for distance learning programs for the University of São Paulo.

Volunteering

React Edinburgh Meetup — March 2017 – Present

React Edinburgh is one of the UK's most popular tech meetups, with an average attendance of around 70 people from varied experiences, we strive to provide insightful presentations from industry experts from around the world, while creating an enjoyable and supportive community of software engineers and businesses interested in ReactJS.

Co-Organiser

- Organising over 12 meetups with presentations from industry experts from around the world.
- Supporting the students by giving them feedback on their work and by helping them with problems they might encounter in their assignments.

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 **Marketing and Advertising**, 2005
- Miguel de Cervantes (Spanish) — Secondary School, 2000
- St. Paul's School (British) — Primary School, 1994

Interests

- Photography — Film photography • Street photography • Film processing • Digital post-processing
- Outdoors — Bouldering • Rock climbing • Mountaineering • Hillwalking • Skateboarding
- Native speaker of English and Portuguese, and fluent in Spanish (Bachiller Diploma).

Recommendations

“Aside from his technical skills, and problem-solving abilities which I could go on about, Will is one of the most thoughtful, open, respectful, balanced and deliberate people I know. I've had the pleasure of working with him for the past two years and have experienced first-hand his ability. He's precise with his language, and not afraid to be vulnerable in his approach to a problem. Selfishly, I'm envious of his lack of ego and ability to find pleasure in what he's doing. I have loved working with him.” ~ Rob Gelb, Founder at Kindaba

“Will is a craftsman, an outstanding team player, and someone who is committed to making positive impact — for his team, for the customers and for the community.” ~ Lizzie Brough, Co-founder at Kindaba

“Will 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