

Aaron C Wright

DESIGN LEADER | CREATIVE | STRATEGIST

I have over 20 years experience ideating, developing and shipping software & hardware solutions and over 7 years managing, mentoring and building successful design teams. I have become successful at balancing multiple projects, while providing team members direction and the space they need to flex their creativity. I look for passion in people, as I believe passion is the catalyst to building inspirational products.

Contact

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Education

**Bachelor of Arts
Communication Design**

University of North Texas
(1999–2002)

Design Awards:

- Senior Portfolio Review
University North Texas
- Judges Award: Top portfolio
DSVC Dallas
- Gold Medal: Advertising
Art Directors Club Houston

Skills

Design leadership/management

Relationship building

Cross functional collaboration

Monitoring team performance

Design thinking

Continuous discovery

Strategy development

Design process

Creative direction

Problem solving

User-centered design

Information architecture

Professional Experience

SR DESIGN MANAGER Catalyst Health/Stellus Rx (2021–Present)

Established a design presence in the company by defining new processes, instilling design thinking methodologies, directing all web and mobile applications, conducting strategy & research, and building and mentoring a design team focused on service design, visual design, interaction design and research.

DESIGN MANAGER Cisco Systems (2011–2020)

Responsible for design within \$1B telephony business. Directed a fully remote design team with heavy cross-functional collaboration, on-time solution delivery, roadmap planning, customer research, user testing, rapid prototyping and product ideation. As the face of design, regularly interacted & demoed products to Fortune 500 companies, militaries, government agencies, universities and hospitals.

DESIGN LEAD Samsung (2009–2011)

Spearheaded designs for 3-5 year horizon projects for R&D department by crafting new and exciting experiences on Samsung devices. Served on an internal Technology Incubation group to focus on idea generation, rapid prototyping, hardware proposals, patent application submissions and worked with various 3rd party companies and universities for collaborative projects.

CEO/OWNER ProCreative (2008–2019)

Published ProCreative Golf 10 iOS app with a best-in-class interface. Contacted by Apple for co-marketing opportunity and were featured on Apple's App Store homepage. Secured patent rights in US and Canada for new flashlight concept designed for law enforcement and first responders.

SR DESIGNER Paradigm Entertainment/THQ (2000–2008)

Created unique menu designs and on-screen graphics for all company projects. Published 8 titles on multiple platforms including Nintendo, Microsoft and Sony. Titles include: Stuntman Ignition, Terminator 3 The Redemption, Terminator Dawn of Fate, Mission Impossible Operation Surma, and Spy Hunter.