

Contact

(469) 688-3172

Dallas, TX

aaroncwright@me.com

linkedin.com/in/aaroncwright

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

Team performance

Design thinking

Continuous discovery

Strategy development

Design process

Creative direction

Problem solving

User-centered design

Information architecture

Aaron Wright

DESIGN LEADER | CREATIVE | STRATEGIST

I have over 25 years experience ideating, developing and shipping software & hardware solutions and over 10 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.

Professional Experience

ASSOCIATE DIRECTOR PRODUCT DESIGN & INNOVATION AT&T (2025-Present)

Hired and currently manage a team of Product Designers for AT&T Business. Responsible for portfolio strategy through a customer-centric lens, while leading multiple large-scale initiatives from product direction through execution. Oversee 6-8 projects simultaneously, ensuring quality and consistency across all with a strong focus on simplification, speed, AI, and tooling.

PRINCIPAL PRODUCT DESIGNER AT&T (2023-2025)

Lead cross-functional collaboration across AT&T Business units to drive strategic design initiatives. Oversaw and managed a portfolio of internal, external, and innovation projects with a global design and research team, while delivering design effectiveness, operational efficiency, and measurable business impact across diverse product and service areas.

SR DESIGN MANAGER Catalyst Health/Stellus Rx (2021-2023)

Established a strong design presence within the company by defining new processes, embedding design thinking methodologies, directing all web and mobile applications, conducting strategy and research, and building and mentoring a high-performing 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.

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.