

AMBER WRIGHT | ART DIRECTOR

AMBERWRIGHTDESIGN.COM

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CORE COMPETENCIES

Art Direction • UI/UX Design • XR Design • Accessibility • Project Management
Adobe Creative Suite (XD, Illustrator, Photoshop, InDesign, After Effects) • Figma • Sketch
Google Slides • Microsoft Powerpoint • Keynote • Print Production • Copywriting
Process Improvement • Client Relationships • Business Development

PROFESSIONAL EXPERIENCE

ASSOC. XR DIRECTOR [ART DIRECTOR]

Trigger - The XR Agency | 2021 to present

- In the role of Art Director, collaborates closely with project managers, developers, and 3D artists to design XR experiences for a diverse range of web, app, and social projects, encompassing HMD, VR, AR, MR, and 360-degree photo and video applications.
- Responsible for leading UI/UX design on assigned projects, conducting research, and developing storyboards, wireframes, IMAPs, comps, and prototypes to articulate a cohesive product vision.
- Presents and defends design decisions to internal and external partners, aligning them with project goals while adhering to UX/UI and XR best practices and principles.
- Organize and maintain documentation on the internal Notion page to enhance resource accessibility.

CREATIVE STRATEGIST

goPuff | 2018 to 2021

- Promoted to lead creative brainstorm, drive key decisions, and communicate results, and create strategies, initiatives, and presentation materials to broader project teams while maintaining graphic design duties.
- Produced custom graphics and animations for pitch decks and partner collateral design, significantly contributing to company growth from a startup to a \$9B enterprise.
- Led visual strategy for multi-million-dollar campaigns with Fortune 500 companies including Mars, Mastercard, Pepsi/Frito-Lay, Coca-Cola, Nestle, General Mills, and Talenti.
- Secured \$1B in funding through fundraising and investment decks for industry analysts.
- Boosted partnership revenue year over year, resulting in annual revenue of \$20M and enhancing client relations.
- Reduced turnaround time by 40% by creating "The Business Development Commandments," a cohesive creative brief and workflow process.
- Developed templates for one-sheets and decks and led trainings for the business development team, streamlining workflow and improving brand standard consistency.

JUNIOR GRAPHIC DESIGNER

The National MS Society | 2015 to 2017

- Designed cohesive marketing materials to promote fundraising events and raise awareness while maintaining brand consistency.
- Utilized animation to create engaging emails, resulting in a 5% increase in click-through rates.
- Leveraged relationships with printing companies to secure cost-effective pricing and enhance the quality of printed materials for campaigns.

OPERATIONS SPECIALIST

Apple | 2015 to 2018

- Led a reorganization of inventory bins to streamline the item choice process, reducing run time by while maintaining a <1% inventory shrink.
- Managed inventory to ensure accuracy

SALES LEAD | SALES ASSOCIATE

ALDO Shoes | 2012 to 2015

- Promoted to sales lead to serve as keyholder, provide vital assistance to store management, and perform opening and closing duties.
- Recognized as a leader chosen by management to train all new employees on sales tactics, products, and organization.
- Created merchandising displays, leveraging creative design skills while adhering to strict presentation guidelines.

EDUCATION

BACHELOR OF SCIENCE, GRAPHIC DESIGN (MAGNA CUM LAUDE)

The Art Institute of Philadelphia 2014

- Honors: Presidential Scholarship; Best Portfolio of Graduating Class Award; Five (5) Best of Quarter Awards