

Cody Wright

Brand Designer

[linkedin.com/in/codyashwright/](https://www.linkedin.com/in/codyashwright/)

856-430-9051

codywrightdesigns@gmail.com

Education

Johnson & Wales University

Graduated May 2023

Bachelor of Science in Graphic Design, Overall GPA 3.84/4.0

Experience

Marketing & Brand Design Coordinator

James G. Davis Construction (DAVIS) - June 2024 - Present

- Oversaw and enhanced the DAVIS brand identity using impactful digital and print channels.
- Provided assistance to multiple internal teams as part of comprehensive marketing duties.
- Arranged photography and signage requirements in collaboration with job site owners and DAVIS staff members.

User Experience / User Interface Designer Intern

Confidential - March 2024 - May 2024

- Created multiple sets of wireframes and prototypes in order facilitate the redesigning of web pages to boost community engagement.
- Utilized Wordpress and Elementor to build live versions of 3 web pages on an existing website.
- Conducted user testing using internal metrics to make design decisions based on data driven results.

Web Designer / Data Entry Clerk

Brown University - Providence, RI - August 2023 - May 2024

- Successfully collaborated with stakeholders in leadership, and product management in order to orchestrate the creation of web-ready assets and detailed procedures for development, resulting in a 40% reduction in project turnaround time and a 25% increase in cross-team collaboration.
- Modernized Brown's bookstore site to align with market expectations in a competitive industry space.

User Experience / User Interface Designer Intern

Horizon Healthcare Partners - Providence, RI - January 2023 - May 2023

- Partnered with the Product Manager to deliver 10+ social media posts, reels, and a suite of visual branding materials that were in line with the 7 companies under Horizon Healthcare Partners.
- Utilized Figma and Adobe XD to create wireframes and a prototype of Galilee Mission's website redesign, that aimed to boost user retention and click through rate by 19%.

Graphic Designer

Freelance - Providence, RI - August 2019 - Present

- Developed an extensive range of visual marketing collateral, optimizing brand awareness with 15 new print assets and 10 digital materials, leading to a 40% increase in online engagement.
- Collaborated with non-profit companies such as, Creative Reuse Center, Galilee Mission, Horizon Healthcare Partners, and restaurant popups.
- Took over 100 photographs of various locations within the non-profits to boost brand awareness and to create a social media presence.

Skills

User Experience (UX), User Interface (UI), Interaction Design (IxD), User Journeys, User Testing, User Research Wireframes, Prototypes, Split Testing, Figma, Adobe Creative Suite, HTML/CSS/Javascript, WCAG Standards, Wordpress, Design Systems, Graphic Design, Photoshop, Illustrator