

Cody Wright

Brand Designer

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Education

Johnson & Wales University

Graduated May 2023

Bachelor of Science in Graphic Design, GPA 3.84/4.0

Experience

Marketing & Brand Design Coordinator

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

- Led the design development of DAVIS Construction's 60th anniversary identity, extending the established typemark into a flexible visual system that celebrated the company's history while preserving brand recognition.
- Extended the anniversary identity across digital, print, promotional, and environmental applications, developing typography, color, graphic elements, and adaptable brand lockups for consistent execution.
- Developed branded marketing materials and collaborated with cross-functional teams to coordinate photography, signage, and visual assets across campaigns, internal communications, and job site initiatives.

Web Designer / Data Entry Clerk

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

- Collaborated with leadership and product-management stakeholders to develop web-ready assets and documented workflows, contributing to a 40% reduction in project turnaround time and a 25% increase in cross-team collaboration.
- Modernized Brown University's bookstore website to better align the digital experience with contemporary market expectations.

User Experience / User Interface Designer Intern

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

- Partnered with the Product Manager to create 10+ social media posts, reels, and visual branding assets supporting seven organizations within Horizon Healthcare Partners.
- Designed wireframes and an interactive prototype for the Galilee Mission website redesign using Figma and Adobe XD, with the project focused on improving user retention and click-through engagement.

Graphic Designer

Freelance - Providence, RI - August 2019 - Present

- Designed a range of visual marketing collateral, including 15 print assets and 10 digital materials, supporting brand awareness and online engagement.
- Collaborated with nonprofit organizations including Creative Reuse Center, Galilee Mission, Horizon Healthcare Partners, and local restaurant pop-ups.

Skills

Brand Identity, Visual Systems, Typography, Campaign Design, Print & Digital Design, Environmental Graphics, UI/UX, Illustrator, Photoshop, InDesign, Figma, After Effects, WordPress, Elementor, HTML/CSS, JavaScript, WCAG