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Professional Summary

Product and UX leader with 30+ years of experience spanning product strategy, organizational leadership, entrepreneurship, design, and software development. Served on senior product leadership teams, built and developed multidisciplinary organizations, and guided products from early concepts through delivery and growth by facilitating shared understanding of the goal, finding creative paths forward, and fostering can-do culture.

Core Capabilities

Product and UX Leadership · Product Strategy · Cross-Functional Alignment · Product Ideation, Design, and Development · Coaching & Mentorship · Startup Strategy · AI Adoption & Adaptation · Change Management

Professional Experience

Independent Digital Product Creation / UX and Product Strategy Consultant | 1996 – Present | jeffwright.com
Career-long independent engagement with interesting projects and interesting people when my skills can be useful. My experiences have spanned projects and companies of all shapes and sizes in areas including product strategy, UX leadership, research, marketing, startup strategy & mentorship, design, and hands-on delivery.

- Conceived, designed, and developed SpotTake (https://spottake.com), an AI-powered business intelligence platform that transforms scattered public information into uniquely usable intelligence and analysis.
- Provide strategic leadership, consulting, and hands-on engagement to product, UX, and engineering leaders; agencies; and startups.
- Facilitate the delivery of exceptional products via cross-functional collaboration among executives, product managers, designers, developers, and other stakeholders to streamline internal operations.

Director of User Experience | Relias | 2020 – 2024 | Morrisville, NC | relias.com
Senior product leadership team member reporting to the Chief Product Officer, with responsibility for UX design and research across a portfolio serving more than 4.5 million healthcare professionals at approximately 11,000 organizations.

- Partnered with senior product, engineering, and marketing leadership on all aspects of product strategy, roadmap priorities, cross-functional processes, organizational alignment, and execution.
- Built and led a 16-person UX design and research organization serving three distinct product lines.
- Integrated UX expertise and qualitative customer data into product planning and decision-making.
- Directed the development of an accessible, scalable, component-based design system to improve consistency and efficiency across products.
- Advocated intelligent exploration of emerging generative AI for internal and customer-facing use cases.
- Led UX during the span when Relias earned G2's #1 Top Product by G2 Score designation in three consecutive seasonal reports.

Co-Founder / VP Product and User Experience | Sqord | 2012 – 2016 | Durham, NC and Seattle, WA
Co-founded a technology startup combining wearable devices, gamification, and digital experiences to encourage physical activity among children.

- Led product strategy, management, UX, and design across the connected product ecosystem.
- Defined product vision, strategy, and roadmap from initial concept through commercial development, spanning hardware, software, engagement mechanics, and brand experience.

- Led product and experience design supporting approximately **25% daily-to-monthly active user engagement (DAU/MAU)** and retention comparable to top-performing mobile applications.
- Helped deliver a product associated with a **55% average increase in physical activity**, according to independent clinical analysis.
- Developed COPPA compliant, TRUSTe certified product workflows for children
- Helped secure acceptance into the **2013 Techstars Chicago accelerator**.

Creative Director / Senior Manager of User Experience | iContact | 2009 – 2012 | Morrisville, NC | icontact.com
Senior product leadership team member at a SaaS email marketing company, reporting to VP of Product and directing UX, creative, and design initiatives.

- Partnered with product executives and cross-functional leaders on strategy, roadmap priorities, organizational processes, and product delivery.
- Established UX practices within the company's Agile development organization, integrating design and customer understanding into product decisions.
- Led research, strategy, and design for MessageBuilder, a major initiative to improve the email creation experience and customer satisfaction.
- Directed product UX, creative, copywriting, and marketing design during a period of company growth preceding iContact's 2012 acquisition by Vocus.

Associate Creative Director | Arnold Worldwide | 1998 – 1999 | McLean, VA | arn.com
Led the interactive design team for Arnold Worldwide, (then Arnold Communications), a nationally-recognized "top 20" marketing firm. Clients included Mobil One, SAP America, the Washington Redskins, and DeWalt Tools.

Art Director for Web & Digital Services | Elliott Van Deutsch | 1996 – 1998 | Falls Church, VA
Built the first in-house interactive capability for an award-winning boutique marketing agency.

Senior Graphic Artist | America Online | 1994 – 1996 | McLean, VA | aol.com
First in-house designer at America Online (AOL), responsible for design and production of every online graphic element during the dawn of the information age, introducing email, chat, and the web to the world.

- Hired and directly managed all of AOL's first digital design and production teams.
- Directly guided AOL's partners, including ABC, NBC, Viacom, and the NFL in their first-ever online projects.
- Led design during AOL's climb past CompuServe and Prodigy to the dominant online company.
- Devised solutions for technical constraints and customer adoption obstacles prior to general awareness of email, web, chat, and other information age innovations.

Recognition

Techstars All-Star Mentor | 2018 & 2019 | Cary, NC
Invited to be a mentor to the TechStars "Powered by MetLife" 2018 and 2019 classes

- Selected as lead mentor by FixHealth *(fix-health.com)* in 2018.
- Named a Techstars All-Star Mentor by the 2018 MetLife cohort as a whole.
- Selected as lead mentor by Mellow *(forbes.com)* in 2019.

Techstars Alumnus / Network Member | 2013 | Chicago, IL | techstars.com
Earned acceptance into the prestigious Techstars start-up accelerator inaugural Chicago class in 2013, as a co-founder of Sqord, one of ten companies selected from ten thousand applicants.

Education

Ringling School of Art & Design | 1989 – 1993 | Sarasota, FL | ringling.edu
Bachelor of Fine Arts in Illustration