



Info



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Profile

My UX journey started and expanded in 2020 by focusing on creating case studies, design challenges and working collaboratively.

I also have 6+ years of content strategy and digital channel management across multiple social media platforms. Working with brands such as: Walt Disney, Universal Music and Sony Music UK.

Aaron Wright

UX/UI Designer & Social Media Strategist

Experience

Freelance UX/UI

A. Wright Media

Jul 20 -

- Building websites for multiple clients and guiding business decision using UXresearch techniques to shape the client services
- Website decision focus: e-Commerce, personal portfolio, mental health and services
- Web designs have resulted in an increase in paid media activity for clients to generate sale leads
- Designed websites using Invision, Adobe XD and Figma
- Experience with Shopify, WIX, Wordpress and Squarespace

Trainee UX/UI Designer

Love Circular

Apr 20 - Jul 20

- During the pandemic I took a 90 day project based course in UX/UI design
- In this time period I developed my design skills, UX knowledge and research abilities



Skills

Social Media 

Website Design 

UX/UI Design 

Video Editing 

Tools

Adobe XD 

Figma 

Invision 

Premiere Pro 

Education

Love Circular

UX/UI Design Course

Apr 20 - Jul 20

Brunel University

Film and TV - 2:1

Sept 10 - Jul 13

- Created full research case studies for the Premier League, DatPiff Music App and TSB Business Bank for mobile and web to enhance the user experience with these brands

- Mapping out the step by step UX designer journey to solve UX issues for users of the apps - including (but not limited to): wire-framing, user research, competitive research and user testing

- Tools used: Adobe XD, Figma, Sketch and Invision

Social Media Strategist Critical Mass

Jun 20 - Mar 20

- Creating and enhancing the social strategy to increase engagement and interest in the INFINITI car models – influencing strategies to improve customer interaction and satisfaction

- Managed the launch of two new models to drive the company sales – including: the strategy for the live launch on YouTube, Facebook, Instagram and Twitter

- Led the community management to represent the brands tone of voice

- Sourced and produced the influencer programme for INFINTI Global strategy

- Responsible for audit and re-optimised the INFINITI YouTube channel 84% increase in YouTube views with a 1.1% CTR increase on cards and end screens