Steve Wright

Strategic Leader / Frontend Designer / Full Stack Developer

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PROFESSIONAL SUMMARY

Senior leader over optimization, design and development with a proven record of delivering complex interactive solutions in marketing and advertising. Lead generation and conversion rate optimization across a wide range of deliverables, overseeing multiple interconnected web projects and driving complex digital initiatives that support demand generation and go-to-market success. Developed and launched numerous campaigns, websites, and web applications in hands-on capacity.

I have 20+ years of software experience in technical and design positions of progressive responsibility. I am experienced in various disciplines, including accessibility (WCGA and section 508), user experience design, and full stack development delivering clarity and quality to ship great products.

Specialties: Accessibility, Personalization, Interface Design, Usability Testing, Web Development, Technical Development, API Integrations, Deployment Scripts

EXPERIENCE

Director Website and Search Revenue Marketing

2022–2026

isolved | Salt Lake City, UT

- Optimized web and search operations for four years and significantly improved core vitals, deployment processes, organic search traffic, and conversion rate.
- Upgraded web platforms and code deployments across multiple corporate sites and intranets with redesign and re-platform of the corporate website and CMS architecture.
- Organized and oversaw stakeholders, content editors, and developers to ensure front-end code to meet design standards.
- Established coding standards and monitored KPIs to enhance technical SEO, WCAG 2.1 AA compliance, Core Web Vitals, LLM citations, and content schema using JSON-LD.
- Reported to director of corporate marketing and managed web platforms and code deployments across multiple corporate sites and intranets while leading a team of four developers and one SEO manager.
- Drove platform modernization of all web properties — including HubSpot, Laravel, Nuxt.js, Contentful, and WordPress backends — reducing cost and technical debt consistently each quarter.
- Developed and executed a repeatable playbook to integrate acquired company’s website experience into isolved’s digital ecosystem.

VP, Director UX & Interactive Services

2007–2022

Love Communications | Salt Lake City, UT

- Directed operations, staffing, and performance of the interactive team, including hand-on roles of scoping, estimating, information architecture, website design, front-end and backend programming.
- Wrote scoping documents and agency proposals (and won contracts) for several high profile clients including Salt Lake International Airport (UX Design, CMS, API), Natural History Museum of Utah (UX Design, Drupal, SEO), City of West Jordan (UX Design, WordPress, API), and the statewide vote.utah.gov campaign and website (UX Design, API, PHP).
- Created numerous animated digital display banners and optimized workflows and approval queues (GSAP, HTML5, NodeJS); Built a document library intranet for field engineers across mountain west (PHP); developed a promotional contest backend management tool for local restaurant giveaways (Laravel); produced sales enablement materials for interactive iPad presentations (Nuxt.js)
- Launched the agency's in-house interactive and motion graphics capabilities, which grew from two direct reports into a full UX, design, development, and production studio.

- Led motion graphics production and built automation pipelines for television commercials and long form promotional videos and kiosks, including Zions Bank (corporate videos), Goldman Sachs (motion graphics), RC Willey (TV commercials), Comcast Business (motion graphics), and the Governor's Office of Economic Development (promotional events).

Director of Multimedia 2005–2007

Sandman Studios | Orem, UT

- Led site front-end development and technical SEO client web sites including educational, promotional and entertainment media (Larry King Foundation, Showtime, and Harper Collins).
- Built a flash game engine for children's online safety; created interactive animation and code for marketing and promotional kiosks, DVD-ROM, website and Flash games.
- Created new business materials and presentation videos and CD-ROMs

EDUCATION & CERTIFICATIONS

Nielsen Norman Group — UX Certificate • Interaction Design Specialist

University of Utah Executive Education — Executive Leadership Series

Brigham Young University — BFA • Visual Arts & Design

SKILLS

Core Competencies & Strategy
Website Optimization | User Journey Planning | Demand Generation & Digital Marketing | Strategic Leadership | Platform Modernization | Technical Scoping, Estimating & Planning

Frontend Engineering
JavaScript, TypeScript, React (Redux), Vue (Pinia), Next.js, Nuxt.js, Astro, Vite, Webpack, Tailwind CSS, Sass, WCAG 2.1 AA Accessibility

Backend, APIs & Databases
Node.js, Laravel (PHP), GraphQL, RESTful APIs, MySQL, MariaDB, Redis, Memcached

CMS & Marketing Technology
Contentful (Headless), WordPress, Drupal, Kentico (Headless), Webflow, HubSpot, Google Tag Manager, Siteimprove, SEMrush, Google Search Console, Google Ads, Datagrail, Aprimo DAM, Asana, Jira

Data Analytics & Business Intelligence
Looker Studio, Tableau, Core Web Vitals, Conversion Rate Optimization (CRO), Search Engine Optimization (SEO)

Cloud, DevOps & Infrastructure
AWS (S3), Azure, DigitalOcean, Rackspace, Docker, Git, Bitbucket Pipelines (CI/CD), Cloudflare, Netlify, Ubuntu/Linux