



Aaron M. Wright

302-70 Dyrkas Gate
Canmore, Alberta
T1W 3J6

aaron@aaaronwright.ca
[+1-647-746-9426](tel:+16477469426)
aaaronwright.ca/work

I have a hard time ignoring unnecessary friction. Design engineering leader focused on systems, tooling, and AI workflows. Over 20 years, I’ve sped up teams through design systems, frontend platforms, and shared foundations that improved consistency, scalability, and collaboration.

Experience: Informal Systems Inc., Senior Design Engineer 2022-2026

Led frontend systems, shared infrastructure, and internal tooling across 8+ decentralized technology teams and 10+ web properties, creating reusable foundations that enabled teams to independently evolve content and experiences without sacrificing consistency or maintainability.

Loopio Inc., Product Design & Design Systems Lead 2018-2022

Led the evolution and adoption of Loopio’s shared design system across four product teams, owning its design, implementation, and documentation across Figma, React, and Storybook. Mentored designers and strengthened design-development alignment through shared systems and patterns.

FreshBooks.com, UX Designer & Design Ops 2012-2018

Worked across UX research, interaction design, prototyping, and frontend implementation before helping steer FreshBooks’ redesign of the core product. Later focused on Design Ops, design/dev alignment, and shared systems that helped unify the customer experience end-to-end.

**York University / Sheridan College, Sept 2017-Apr 2019
Course Instructor**

Taught interaction design courses within Canada’s leading university design program, mentoring 60+ students across multiple semesters in responsive design, UX/UI systems, and frontend web development.

Fusetnet Inc., Interface Designer 2009-2011

Began in frontend design and development, redesigning a digital media platform and delivering a fully functional prototype that accelerated implementation and product launch.

**Education: York University/Sheridan College 2008-2012
Joint Program in Design BDes Honours**

Graduated magna cum laude from York/Sheridan’s Joint Program in Design (YSDN), focused on interaction and systems design. Served as Co-Chair of the Graduate Design Show, coordinating over 100 graduating students.

Strengths: Design Systems • Design Engineering • Technical Leadership • Team Leadership
Design Operations • Frontend Architecture • AI Workflows • Systems Thinking
Cross-Functional Alignment • Mentorship