



eddwright

graphic design + branding expert

lets work together!

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work history

Bagels & Co. Brand Director (2021-Current)

In 2021, I began working with Bagel Jawn, a start-up company looking to open local bagel shops in Philadelphia. Working closely with ownership, I implemented a brand change to the name Bagels & Co., a brand concept I had come up with during the production of their first bagel shop. Since then, I have executed the in-store and digital branding projects in now 10 total locations for Bagels & Co., with plans for up to 6 more by 2026, and also represent the company as an ambassador in various presentations to local businesses and universities. I am very proud to have helped elevate this brand to bigger heights with a lot of growth and potential to still be reached.

• **Brand Identity, Advertisements, Social Media Graphics/Videos, Large Format Graphics, & more**

GLU Hospitality Art Director (2016-2025)

During my 9 years at GLU Hospitality, formerly Clique Concepts, I have tackled every project imaginable; print, video, digital, large format printing, you name it. Working with dozens of people with a multitude of different backgrounds, I've always strived to get the best out of whatever team is put forth in front of me, utilizing everyone's skills while maintaining a professional environment in the very fast paced and quickly changing environment of hospitality.

• **Brand Identity, Advertisements, Social Media Graphics/Videos, Large Format Graphics, & more**

Kappa Publishing Art Director/Designer (2014-2016)

As Art Director for Pro Wrestling Illustrated Magazine, every aspect of the magazine's look & feel was designed & conceptualized by myself, and overseen by both publisher Stu Saks and I. When not working on the magazine, I was tasked to create retail coloring/puzzle book covers with original art, design sell sheets & presentations for the marketing team/clients/potential clients.

Clients included: Disney, Marvel, Lisa Frank, Rovio, ASPCA, TV Guide

• **Layout Design, Cover Illustration, Production Design, Packaging Design, Concept Development**

education

Art Institute of Philadelphia
Bachelor's of Science (2013)