

JP RICHARDSON

GRAPHIC DESIGN • PHOTOGRAPHY • BRAND DEVELOPMENT • UX/UI • WEB DEVELOPMENT • VIDEO PRODUCTION

20 YEARS

WWW.JPR.WORKS | JP@JPR.WORKS | 913-636-8530 | KC METRO

EXPERIENCE

COMMERCIAL PHOTOGRAPHER | FAULTLESS BRANDS | 2021-2025

1. Commercial photographer for consumer brands including luxury brand Trapp Fragrances with studio and lifestyle/location work
2. Developed creative concepts and managed execution from initial strategy through final delivery
3. Maintained brand consistency and visual standards across multiple product lines
4. Conceived and art directed brand photography, collaborating with marketing team on shoot design and visual strategy
5. Executed product launches for multiple consumer brands with accelerated timeline delivery
6. Conceived and produced promotional videos for brand launches, directing narrative approach and coordinating professional voice talent
7. Established digital asset management systems and workflow standards that improved team efficiency and reduced project turnaround time

GRAPHIC DESIGNER & PHOTOGRAPHER | SHOR-LINE | 2016-2020

1. Graphic designer creating marketing materials for veterinarian equipment manufacturer
2. Developed specialized studio techniques for challenging reflective product photography with complex lighting setups
3. Conceptualized and produced catalogs from photography through layout design for national marketing campaigns
4. Created product demonstration videos and customer testimonials for marketing campaigns

FREELANCE PHOTOGRAPHER & DESIGNER | 2015-2024

1. Full-service wedding photography with technical precision, managing 10-15 weddings annually including premium venues
2. Professional headshot and portrait photography services
3. Complete creative workflow including photography, design, and digital delivery solutions for diverse client needs
4. Developed brand identities and visual systems for fashion & cosmetics startups, including product photography and digital content creation
5. Video production for personal projects including documentary-style content with complete post-production workflow

EDUCATION

UNIVERSITY OF CENTRAL MISSOURI | 2015

1. Bachelor of Science: Photography
2. Bachelor of Fine Arts Graphic Design

SKILLS

TECHNICAL CAPABILITIES:

1. Design & Development:
 - a. Print design, publication layout
 - b. Typography and brand identity
 - c. Wireframe development
 - d. Code Languages:
 - i. HTML/CSS, Tailwind
 - ii. Python
 - iii. JavaScript (learning)
2. Photography & Production:
 - a. Advanced lighting techniques including strobe, continuous, natural, and mixed setups
 - b. Tilt-shift and perspective control techniques using view-cameras
 - c. Video equipment operation
 - d. Advanced Image editing
 - e. Post-production video workflows
 - f. Audio Engineering

DUAL DEGREE

SOFTWARE PROFICIENCY

STANDALONE

1. Figma
2. Capture One
3. Davinci Resolve
4. Linux/Ubuntu
5. VS Code
6. Sketch
7. WordPress
8. FL Studio

ADobe CREATIVE SUITE

1. InDesign
2. Photoshop
3. Illustrator
4. Bridge
5. Premiere
6. DreamWeaver
7. XD

4 2/5"

2 4/5"

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