



JP RICHARDSON

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

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20 YEARS

EXPERIENCE

COMMERCIAL PHOTOGRAPHER | FAULTLESS BRANDS | 2021-2025

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

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

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

FREELANCE PHOTOGRAPHER & DESIGNER | 2015-2024

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

EDUCATION

UNIVERSITY OF CENTRAL MISSOURI | 2015

- Bachelor of Science: Photography
- Bachelor of Fine Arts Graphic Design

SKILLS

TECHNICAL CAPABILITIES:

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

SOFTWARE PROFICIENCY

STANDALONE

- Figma
- Capture One
- Davinci Resolve
- Linux/Ubuntu
- VS Code
- Sketch
- WordPress
- FL Studio

ADOBE CREATIVE SUITE

- InDesign
- Photoshop
- Illustrator
- Bridge
- Premiere
- DreamWeaver
- XD

[SCALE 1:1]

DUAL DEGREE

[REV 25.10]

4 2/5"

2 4/5"

