



20 YEARS

[SCALE 1:1]

# JP RICHARDSON

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

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. Managed complete creative workflows from concept through final delivery
3. Maintained brand consistency and visual standards across multiple product lines
4. Collaborated with marketing team on shoot design and visual concept development
5. Executed product launches for multiple consumer brands with accelerated timeline delivery
6. Produced promotional videos for brand launches and manufacturing showcases with professional voice talent coordination
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 and catalogs for veterinarian equipment manufacturer
2. Developed specialized studio techniques for challenging reflective product photography with complex lighting setups
3. Complete catalog production 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. Product photography, brand design, and digital content creation for fashion & cosmetics startups, and eCom product
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. Photography & Production:
  - a. Studio and lifestyle photography with advanced lighting techniques.
  - b. Specialized photography techniques including macro, detail work, and view-camera manipulation
  - c. Video equipment operation
  - d. Advanced Image editing
  - e. Post-production video workflows
  - f. Audio Engineering
2. 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)

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

DUAL DEGREE

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4 2/5"

2 4/5"

