

# JP RICHARDSON

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## \_\_\_ PROFESSIONAL SUMMARY \_\_\_

Designer with 9 years of enterprise experience in brand identity, digital marketing, and print production. Extensive product photography background with commercial work across consumer brands. Proficient in Adobe Creative Suite with capabilities spanning photography, video, and motion graphics.

## \_\_\_ EXPERIENCE \_\_\_

### GRAPHIC DESIGNER & PHOTOGRAPHER | FAULTLESS BRANDS | 2021-2025

- Maintained brand consistency and visual standards across five distinct consumer brands spanning luxury fragrances to cleaning products
- Designed Amazon A+ content and product detail pages
- Art directed concepts and layout comps for brand photography, collaborating with design team from strategy to delivery
- Established digital asset management systems and workflow standards that improved team efficiency
- Developed and produced promotional videos for brand launches, directing approach and coordinating professional voice talent
- Executed product launches for multiple consumer brands
- Commercial photographer for consumer brands including luxury brand Trapp Fragrances, art directing and executing shoots to produce content for social media, e-commerce, and print marketing

### GRAPHIC DESIGNER | SHOR-LINE | 2016-2020

- Provided creative direction for marketing materials including trade show collateral, buying guides, infographics, and ads
- Led user interface design for website redesign, collaborating with agency and stakeholders on design implementation
- Designed multi-page catalog and publication layouts with visual systems and information hierarchies, managing complete production workflow from photography through print delivery
- Designed and hand-coded HTML email templates with custom components, managing testing and HubSpot deployment
- Created product demonstration videos and customer testimonials for
- Evolved brand identity with expanded color and typography systems, maintaining consistency across marketing touchpoints

### FREELANCE DESIGNER & PHOTOGRAPHER | 2015-2024

- Complete creative workflow including design, photography, and digital delivery solutions for diverse client needs
- Developed brand identities and visual systems, including product photography and digital content creation
- Managed client relationships and workflows using CRM platforms (Zoho, Freshsales, Insightly) for business operation

## \_\_\_ SKILLS \_\_\_

### GRAPHIC DESIGN

- Typography
- Print design publication layout
- Color management & pre-press
- Logo design and brand identity

### MULTIMEDIA PRODUCTION

- Motion graphics
- Commercial photography
- Video Production
- Advanced lighting techniques
- Advanced Image editing
- Video editing and color grading
- Audio engineering & mixing

### UI & DEVELOPMENT

- Component-based design systems
- HTML/CSS, Tailwind
- Email template development
- Responsive layouts
- Web accessibility standards
- Git/GitHub
- Jekyll/Liquid
- Python

## \_\_\_ SOFTWARE \_\_\_

### STANDALONE

- Figma
- VS Code
- WordPress
- Davinci Resolve
- Capture One
- Pro Tools
- Ubuntu/Linux

### ADOBE CC

- InDesign
- Illustrator
- Photoshop
- Premiere
- Audition
- Lightroom

## \_\_\_ EDUCATION \_\_\_

### UNIVERSITY OF CENTRAL MISSOURI | 2015

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