

PATRICK RICHARDSON

Multimedia Designer-Branding & Illustration



WORK EXPERIENCE

Nutrien Ag Solutions | Brand Designer | 2.18-Present

Lead the complete rebrand of Loveland Products; the retail division of Nutrien Ag Solutions, through research, case studies and implementation of brand across all mediums

Created iconography, logos, color systems, typography, photography, illustration, campaigns, web design, email campaigns, packaging and print design for Nutrien Ag Solutions and proprietary brands

Designed and presented low fidelity and high fidelity wireframes to business partners as well as researched and proposed changes to enhance parts of our corporate website.

Collaborated with UX team and digital marketing team to propose and design AB tests for new onboarding emails to be used for our UX adoption team.

Aligned graphics among business partners including our retail team, our digital team, and our sustainability team

Strategized with digital manager to conceptualize, design, and execute social media campaigns, microsites, and email communications.

Collaborated closely with UX team in implementing brand standards across Digital platform-Digital Hub

Collaborated with UX team and sustainability team to disseminate reports to business partners

Lead design for Product Guide Builder, an internal web app used for retail locations.

Designed low fidelity and high fidelity wireframes used within the Product Guide Builder.

Collaborated with developer partners to implement and track design and feature changes in the Product Guide Builder.

Collaborated with product managers to audit and recommend changes to enhance the Product Guide Builder app.

Collaborated with field team and senior brand manager to develop and strategize new tradeshow website and assets.

Lead the creation of wireframes and prototypes for tradeshow website.

Timberline Church | Graphic Designer | 4.15-2.18

Design collateral for departments used for a variety of media including web and print

Work with leadership to conceptualize and design series

Work with local printers to print signs, banners, bulletins, shirts, and other collateral

ELIC | Layout Designer and Editor | 10/12-02/15

Design newsletters, stationary, logos, letterheads, and other marketing materials

Re-brand and update marketing materials

Helped to redesign company logo and implement it into previous materials

CONTACT

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Dribbble | januarybegan

ACHIEVEMENTS

Logo Lounge-Logo Trend Report 2020

Logo Lounge-Book 12 Winner

GD USA-In House Design Awards 2019: Illustration

GD USA-In House Design Awards 2019: Print

SKILLS

Creative Problem Solving

Versatile Creative

Brand & Creative Strategy

Project Management

Brand Design

Creative Alignment

Logo and Icon Design

Presenter

Communication

Strong Conceptualist

Trend Research

Skilled Printer

Public Speaker

Business Acumen and Relation

Illustration

Sketching

TOOLS

Illustrator

Photoshop

Indesign

After Effects

Lightroom

Figma

EDUCATION

Grand Valley State University

Allendale, MI

Bachelor of Fine Arts, April 2009

Emphasis in Illustration

Career Foundry UX Design

UX Design, October 2021