

Kyle Richards

SR. GRAPHIC DESIGNER | BRAND DESIGNER

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theycallmekyle.com

Creative lead with 7+ years directing brand, campaign and environmental design for in-house marketing teams. Proven ability to efficiently manage multi-channel projects from brief through final production while leading creative and protecting brand integrity. Adaptable across disciplines and direct in communication with executives, cross-functional partners and outside vendors.

Education

THE ART INSTITUTE OF PORTLAND

B.A. | Graphic Design
2015 - 2018

Skills

DESIGN

Creative Direction
Branding & Identity
Environmental & Signage
Layout Design
Motion Graphics
Packaging
Typography
Digital Marketing
Photo Editing

SOFTWARE

InDesign
Photoshop
Illustrator
After Effects
Acrobat
Salesforce
Google Workspace
Microsoft Office
Smartsheet
Wrike

Partners

Golden 1 Center
Moda Center
UBS Arena
Sutter Health Park
Hayward Field
Jane Sanders Stadium
Albertsons Stadium
Ford Idaho Center
Angel of the Winds Arena
Chiles Center
Reese Court

Experience

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Les Schwab Tire Center | April 2023 - May 2026

- Led implementation of a company-wide rebrand across 550+ retail locations, including the refresh of all in-store signage, local advertisement templates, billboards, marketing packages and community sponsorships while holding sign-off on creative and print production methods to ensure consistency across every vendor.
- Art directed and produced the 40-page 2026 Les Schwab wheel catalog building the product-card system, spec and availability iconography and full-feature spreads, then adapted the book into a clickable digital edition.
- Led the redesign of the showroom's tire and wheel product-display, pairing physical product displays with the digital sales kiosk; visiting GiTi executives cited the result as the best product layout they had seen in tire retail.
- Owned creative and asset delivery for full campaigns, each spanning 20+ assets produced in English and Spanish: digital kiosk graphics, window clings, counter signage, 17- and 19-inch tire disks, posters, bay banners, feather flags, digital marketing and website hero graphics.
- Served as sole owner of all sponsorship deliverables across professional, collegiate and youth athletics: Sacramento Kings, Portland Trail Blazers, OSAA championships, Ford Idaho Center, five NCAA Division I programs and minor league baseball and hockey teams. Produced over 50 assets for the Kings, OSAA Championships and Ford Idaho Center venues alone.
- Produced all large-scale out-of-home graphics for the brand: motion graphics for LED ribbon boards, jumbotron animations and digital signage plus large-scale vinyl applications for stadiums, arenas, event venues and vehicle wraps.
- Managed grand opening creative for 51 store launches from concept to final deliverable, including postcards, coupon cards, community flyers, business cards and TV animations in multiple formats.
- Drove creative for community programs: Toy Drive, Pack-a-Backpack and Tire for Purpose. Built bilingual 36-piece asset kits across 28 annual Toy Drive and 11 Pack-a-Backpack activations.

GRAPHIC DESIGNER

Nationwide Mortgage Bankers, Inc. | June 2022 - June 2023

- Executed scalable design solutions for marketing campaigns, internal and external communications, partnerships, trade shows and digital events.
- Partnered directly with the executive team and SVP of Marketing to keep marketing initiatives on schedule.
- Supported mortgage advisors nationwide, translating individual marketing requests into on-brand deliverables.

LEAD GRAPHIC DESIGNER

PacRes Mortgage, LLC. | January 2021 - June 2022

- Took a new logo and color ideas and authored a 36-page brand guidelines document from scratch, defining logo usage, color, typography, imagery and application standards for the company.
- Served as sole owner of the resulting brand rollout, redesigning all existing collateral and creating 40+ new flyer templates, 8 folded brochures, banners, event materials and promotional items.
- Collaborated with the Marketing Director to develop imagery, themes and concepts that strengthened key messaging across campaigns.
- Created and oversaw all corporate signage, promotional items and trade show materials, working directly with outside vendors through production.
- Built reusable templates that shortened turnaround times and increased team efficiency.

GRAPHIC DESIGNER

PacRes Mortgage, LLC. | April 2019 - January 2021

- Developed marketing materials across formats, including brochures, flyers, email, print and digital advertising, interior and exterior signage, billboards and social content.
- Worked iteratively with the team on concepts, user flows, visual design and prototypes.