Kyle Richards

Sr. Graphic Designer

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theycallmekyle.com

Strategic and versatile Sr. Graphic Designer with 8 years of experience leading brand development, creative direction and multi-channel marketing campaigns. Proven ability to manage end-to-end creative production, build scalable design systems, and deliver impactful creative across print, digital, retail, and environmental platforms. Skilled at translating objectives into cohesive visual experiences.

Education

THE ART INSTITUTE OF PORTLAND ***B.A. | Graphic Design | 2015 - 2018***

Experience

SR. GRAPHIC DESIGNER *Les Schwab Tire Center | April 2023 - May 2026*

- Directed implementation of a company-wide rebrand across 550+ retail locations, including all in-store signage, digital and print templates, website graphics, billboards, marketing packages and community sponsorship assets
- Owned creative and asset delivery for high-volume multi-channel campaigns for quarterly sales, new product launches and regional marketing efforts. Each campaign spanned bilingual digital ads for paid and social media, email and website graphics, in-store signage, print marketing and over 150 billboards.
- 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.
- Provided creative direction to 2 in-house graphic designers, built templates and asset libraries that improved team efficiency and managed print and promotional vendors from creative review through asset delivery.
- Served as sole owner of all sponsorship deliverables across professional, collegiate and youth athletics, including animated interior and exterior LED stadium signage, digital ads, email, website and app graphics.
- Produced the 40-page 2026 Les Schwab wheel catalog, then adapted the book into a clickable digital edition hosted on the company website.
- Managed grand opening creative for 51 store launches from concept to final deliverable, including TV animations in multiple formats, postcards, coupon cards, community flyers and business cards.

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 print and digital 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.

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.
- Handled direct communication with Loan Officers to discuss their needs and execute those into personal marketing materials

Skills

DESIGN

Creative Direction
Branding & Identity
Environmental & Signage
Social & Paid Media
Email & Web Design
Motion Graphics
Packaging
Layout Design
Typography
Photo Editing

SOFTWARE

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