

Kyle Richards

SR. GRAPHIC DESIGNER | BRAND DESIGNER

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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
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

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

- Owned creative and asset delivery for high-volume multi-channel promotional campaigns for quarterly sales, new product launches and regional marketing efforts. Each campaign spanned 22 digital ads for paid and social media produced in English and Spanish, email and website graphics, in-store signage, print marketing and over 150 billboards.
- Led implementation of a company-wide rebrand across 550+ retail locations, including the refresh of all in-store signage, digital and print advertisement templates, website graphics, billboards, marketing packages and community sponsorship assets while holding sign-off on creative and print production processes to ensure consistency across every vendor.
- Served as sole owner of all sponsorship deliverables across professional, collegiate and youth athletics, including animated interior and exterior LED stadium signage, digital ads, social media posts, email, website and app graphics. Notable sponsorships include the Sacramento Kings, Portland Trail Blazers, University of Oregon and Ford Idaho Center.
- Art directed and produced the 40-page 2026 Les Schwab wheel catalog, building the product-card system, spec and availability iconography and full-bleed feature spreads, then adapted the book into a clickable digital edition hosted on the company website.
- 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.
- 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.
- 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.