



KYLE RICHARDS

Graphic Designer

PROFESSIONAL EXPERIENCE

EDUCATION

The Art Institute of Portland

B.A. | Graphic & Web Design
September '15 - December '18
Portland, OR

Portland Community College

September '14 - August '15
Beaverton, OR

PROFESSIONAL

Branding	Digital Marketing
Layout Design	Typography
Packaging	Logo Design
Environmental	Photo Editing
Motion Graphics	

SOFTWARE

Indesign	Clinch
Photoshop	G-Suite
Illustrator	Microsoft Office
After Effects	Smartsheets
Acrobat	Wrike

PERSONAL

Leadership	Project Management
Organization	Fast Learner
Adaptability	Positive Attitude
Communication	Observant
Team Player	

GET IN TOUCH

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Les Schwab Tire Center

Contract Graphic Designer | April 2023 - Present

- Led creative direction for the redesign of Les Schwab's tire and wheel product layout in showrooms to enhance customer experience
- Revamp all permanent in-store signage to align with updated brand guidelines, including bay banners, tire stack covers, window clings, counter easels, sandwich boards, and kiosk graphics
- Directed creative development for grand opening marketing packages, including flyers, direct mail, business cards, handout offers, and coupons
- Create static and motion graphic visuals for stadiums, arenas, and event venues, including LED ribbons, Jumbotrons, digital signage, large-scale vinyl applications, and banners
- Built comprehensive print and digital campaigns to support community programs such as Tires for Purpose, Pack-a-Backpack, Toy and Food Drives, and more
- Designed and updated vehicle wraps for Zambonis, transit buses, and youth athletic trailers
- Produced a wide range of custom graphics for print and digital media, including ads, social media content, sponsorship materials, promotional items, and more

Nationwide Mortgage Bankers, Inc.

Graphic Designer | June 2022 - June 2023

- Collaborate with cross functional teams to execute scalable design solutions for marketing campaigns, internal and external communications, partnerships, and digital events
- Work closely with the executive team and Sr. Vice President of Marketing to ensure all marketing initiatives are on track
- Be a strategic partner in exciting new design initiatives providing excellent attention to detail and timely delivery
- Maintain consistent communication with Mortgage Advisors throughout the company to make sure their marketing needs are met

PacRes Mortgage, LLC.

Lead Graphic Designer | January 2021 - June 2022

- Previous title of Graphic Designer tasks in addition to collaborating with the Marketing Director to conceptualize imagery, themes, and ensuring that critical messages are enhanced through design
- Participate in all project phases, from strategy to launch to optimization
- Create and oversee all corporate signage, promotional items, and trade show materials by working directly with outside vendors
- Create templates to help with quick turn times and efficiency

Graphic Designer | April 2019 - January 2021

- Develop a multitude of marketing materials, including brochures, flyers, emails, print and digital ads, signage (exterior and interior), billboards, social media posts, etc
- Work iteratively and collaboratively with the team on initial concepts, user flows, visual design, and prototypes
- Maintaining consistent communication with Mortgage Advisors throughout the company to make sure their marketing needs are met