

# Jesse Richards

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## Professional Profile

Talented **Interactive Art Director** and **Project Manager** with eight years experience managing creative projects from concept to delivery. Most valuable contributions are a **vibrant interdisciplinary creativity** and the ability to conceptualize the big picture without missing minute details. Can analyze project criteria and integrate multi-faceted demands into an organized, profitable creative solution. Able to consistently juggle a wide range of tasks and goals while ensuring high quality. **Extremely self-motivated** and thrives on leading as well as contributing to a team that reliably meets deadlines and exceeds expectations.

## Skills

### LEADERSHIP & PROJECT MANAGEMENT

- Idea generation and marketing strategy
- Coordination of concurrent projects, deadlines
- Management of diverse staff and resources
- Building long-term client relationships
- Writing, proofing and editing
- MS Project, Visio, Word, Excel, PowerPoint

### INTERACTIVE

- User Experience, Information Architecture
- Expert in HTML, CSS, Dreamweaver, Flash

### DESIGN & FINE ART

- Expert in PhotoShop, Illustrator, Quark, InDesign
- Logo design, hand illustration, print production
- Professional caricaturist and political cartoonist

## Employment History

**VP, PRODUCTION**, Need2Know Inc., web marketing agency, New York, NY • *December 2005–January 2007*

Worked with clients on marketing strategy and content generation for diverse Internet projects, from small businesses to large e-commerce sites. Supervised entire design and programming staff, focusing on Art Direction, Information Architecture and User Experience. Wrote proposals, estimated budgets and timetables, and then oversaw all production, managing 25+ jobs in progress at any time.

**CREATIVE DIRECTOR**, Need2Know Inc. • *February 2004–November 2005*

**ART DIRECTOR**, Need2Know Inc. • *June 2003–January 2004*

**SENIOR WEB DESIGNER**, Need2Know Inc. • *March 2002–June 2003*

**GRAPHIC DESIGNER**, GWP Inc., promotion marketing firm • *July 2000–March 2002*

**GRAPHIC DESIGNER**, Delia Associates, B2B advertising agency • *May 1999–July 2000*

## Clients Served

AT&T

Bonjour of Switzerland

CCL Container

Chambord & Pravda Vodka

HotJobs.com

Drew University

Kraft Foods

The New York Times

Novartis Consumer Health

Procter & Gamble

Unilever: Lipton & Ragu

Work & Family Benefits, Inc.

## Significant Projects

Reader Panel member web site, *The New York Times*

Flash web design, marketing, and e-commerce, *Chambord Liqueur*

Point-of-purchase design, packaging, consumer promotions, Stoned Wheat Thins & Peek Freans, *Kraft*

Marketing collateral for Triaminic, Tavist, and TheraFlu brands, *Novartis Consumer Health*

User interface design, strategy and project management for e-business site, *Work & Family Benefits, Inc.*

Created a new project management/CRM system for my company and oversaw implementation.

## Education and Other Experience

**BA, DREW UNIVERSITY**, NJ, 1999 • **Major: Fine Art** • **Minor: Journalism** • Editor, University Newspaper

**Author of book:** *The Secret Peace: Uncovering the Positive Trend of Current Events*, will be released June 2008.

Skilled with client presentations and have lectured at conferences. • Member, American Mensa

## References

Jon Zack, CEO, Need2Know Inc., 908-892-5999 • David Fisher, Art Director, GWP Inc., 908-797-6622