



KEVIN RICHARDS

6135 Leesburg Pike, #206
Fall Church Virginia, 22041
www.stickypieces.com
kevin@stickypieces.com
Phone # 240.498.0826

EXPERIENCE

SEPT 06 – PRESENT

MICROSTRATEGY | McLean VA
SENIOR GRAPHIC DESIGNER

Report to the COO to develop, deploy, and maintain brand identity for a global technology company

Lead creative department to design and produce materials for more than 40 worldwide events, including advertising, collateral, signage, booth graphics, packaging, websites, presentations and direct mail

Mentor and manage junior designers

APR 04 – SEPT 06

R+B DESIGN FIRM | Gaithersburg MD
STRATEGIST AND SENIOR DESIGNER

Project managed and directed R+B's design team to produce the U.S. Navy's flagship publication and Flash web site, *All Hands*

Developed and designed a cohesive, award winning brand for a national association (AAHSA)

Strategized and executed the redesign of the American Marketing Association DC brand identity and quarterly journal

Selected to lead, develop and implement brand positioning to revitalizing the R+B Design Firm brand

Secured and lead client meetings to understand objectives, identify points of difference and communicate design concepts

Selected to lead new business development by fostering relationships in the DC Metropolitan business community

NOV 03 – APR 04

GILDEN INTEGRATED | Baltimore MD
GRAPHIC DESIGNER

Devised advertising campaigns for clients to include but not limited to Legg Mason Funds, Sprint, and Aether Systems

Collaborated with the creative team on identity development, messaging, and new business proposals

Managed jobs through all stages of the design process, including mechanicals, color correction and pre-press

EDUCATION

GRADUATED 2003

EAST CAROLINA UNIVERSITY | Greenville NC
BFA, Concentration in Communication Arts
Cumulative Grade Point Average, 3.5

ACCOLADES

- » Employee of the Quarter, MicroStrategy | 2006, Fourth Quarter
- » Best in Military print, *All Hands* | 2006 Thomas Jefferson Award
- » AASHA Identity System | 2005 IABC Silver Inkwell
- » AASHA Magazine Redesign | 2005 IABC Silver Inkwell
- » First in Advertising | 2003 ECU Undergraduate Show
- » Honorable Mention in Design | 2003 Rebel Magazine
- » First in Graphic Design | 2002 ECU Undergraduate Show
- » Four consecutive semesters | ECU Dean's list
- » National Collegiate Scholars Association, Golden Key International Honour Society, National Dean's List
- » Competed Nationally and Internationally with the United States Freestyle Ski Team

SOFTWARE

- » Expert in Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat, QuarkXpress, Extensis Suitcase, Macromedia Flash MX, Macromedia Dreamweaver MX, Microsoft Office Suite