

ART DIRECTOR // Kevin Richards
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HOME FRONT // SVP, Creative Director // 12-Present

~ I'll tell you more after I get situated

SMITHGIFFORD // ACD, Art Director // 07-12

- ~ Develop ideas for cross-platform advertising campaigns
- ~ Lead the creative process; conceptualing, execution, pitching and production
- ~ Work magic with no budget repeatedly
- ~ Supervise TV production; storyboards, casting, location, wardrobe, directing, editing, audio, color, and yes, wine and cheese
- ~ Lead interactive art direction; websites, landing pages, blogs, rich media and other things made of pixels
- ~ Create viral videos and guerilla marketing campaigns to help small clients compete with bigger brands
- ~ Build rapport with clients to create a collaborative and trusting environment
- ~ Art direct and mentor junior teams
- ~ Changed my desk 6 times

MICROSTRATEGY // Art Director // 06-07

SLICE // Senior Designer // 04-06

GILDEN // Designer // 04

VERTICAL EXPERIENCE

Automotive, Financial, Food and Beverage, Healthcare, Non-Profit, Retail, Technology

EDUCATION // BFA Graphic Design // 03
East Carolina University

SOFTWARE

Expert Adobe Creative Suite

65 ADDY Awards in 4 years

03 x Best in Show ADDY Awards

04 x District Two ADDY Awards

Featured by Adweek

Featured by Ads of the World

Featured by DC Ad Club

2006 Employee of the Quarter

2006 Thomas Jefferson Award

2005 IABC Silver Inkwell

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2003 ECU Undergrad Show, Gold

2003 Rebel Magazine, Gold

2002 ECU Undergrad Show, Gold

Top 20 U.S. Freestyle Ski Team

First Team All-State, NY Soccer

Swam with great white sharks

Created two perfect offsprings

EXPERIENCE

ACCOLADES