



# LUCAS RICHARDSON

GRAPHIC DESIGNER/ARTIST

## CONTACTS

908-577-1159

LUCASRICHARDSONGRAPHICS@GMAIL.COM

LUCASRICHARDSON.NET

## PROFESSIONAL SKILLS

ADOBE CREATIVE SUITES	
COMPOSITION/TYPOGRAPHY	
COLOR THEORY	
PRODUCT DEVELOPMENT	
PACKAGE DESIGN	
TRADE SHOW DESIGN	
BROCHURES/ADS/CATALOGS	
WEB DESIGN WIX/SQUARE/WP	
FINE ART OILS/PASTELS/GRAPHITE	
PHOTOGRAPHY & RESTORATION	
FABRICATION	

## EDUCATION

**DUCRET SCHOOL OF ART 1998-2002**

DOUBLE MAJOR FINE ART/GRAPHIC DESIGN

GRADUATED VALEDICTORIAN

RECIPIENT OF:

THE EDWARD W. PARDEE MEMORIAL AWARD

## ABOUT ME

DESIGNER, PAINTER, SCULPTOR, FATHER, MUSICIAN, CLIMBER, CRAFTSMAN, PHOTOGRAPHER, AVID READER, MARTIAL ARTIST AND READY FOR A CHALLENGE.

# WORK EXPERIENCE

## HAWK STRATEGIES - CONSULTANT/DESIGNER 2005-PRESENT

As the sole designing consultant to the firm for more than 15 years we have successfully met all of our clients needs and exceeded their expectations.

- Full website and logo design design and social media presence management for both Hawk Stategies and political clients across NJ.
- Executed marketing campaigns that yielded increases in funds, donations and awareness resulting in a greater than 75% success rate with our clients being elected to office.
- More than 700 banners, brochures, mailers, lawn signs, logos, news paper and magazine ads, and walk pieces.

## BOPT INC. - SENIOR DESIGNER 2013-2019

Managed the creative team responsible for designing products that were the highest quality in the industry.

- Invented a groundbreaking Halloween design resulting in a product that competitors were not able to duplicate
- Executed an expansion of the companies product line with 4 new designs that established year round revenue to a once season business.
- Designed custom pieces for The Home Depot and personally secured the account with them resulting in the doubling of our companies revenue having our products in both their Halloween and Christmas lines in all 2,200 stores.
- Spearheaded the complete re-branding of the companies logo, package and digital presence resulting in new interest in product.
- Designed new website allowing the company to make direct to consumer sales for the first time and regain control of brand identity through online channels.
- Streamlined all online sales to function both through our own website and social media/Amazon/Ebay sales channels resulting in eliminating distributors and reclaiming total control of the brand.
- Responsible for all catalogs, presentations, sale sheets and collateral print & web marketing/advertising materials, licensing/vendor and printer communications.

## MCCLINTOCK ASSOCIATES - CONSULTANT/DESIGNER 2009-PRESENT

Working together we have established a reputation for being the go to firm for effective ad campaigns in Union County.

- Their source for more than 400 banners, brochures, mailers, lawn signs, logos, newspaper ads and walk pieces.

## THE ARTIST FRAMER - MANAGER/DESIGNER 2006-2013

Lead a team of up to 7 employees, handling all aspects of design, advertising, sales, ordering, receiving and customer service.

- Implemented, managed and produced all work for an expansive photo restoration initiative that produced annual revenue of more than \$40,000.

## BULBRITE - SENIOR DESIGNER 2005-2006

Sole designer at a company supporting a full sales team and a product line of hundreds of skus. Responsible for Art Departments complete overhaul of all software, catalog, print, ad, brochure and social media design.

## GEMINI SOUND PRODUCTS - SENIOR DESIGNER 2002-2005

Managed the full re-branding of the company logo, packaging and products bringing a modern face to an outdated company look. Oversaw and designed all new products, catalogs, advertising as well as producing all tradeshow materials in house on a strict budget.