Peter Richardson

GRAPHIC DESIGNER

Philadelphia, PA

nypry@yahoo.com
610-356-2052 office

I've worked for ad agencies in New York, as well as for the Franklin Mint and Devon Direct, producing attention-getting and powerful artwork for clients like Nextel, Pepsi, Gilette. And I'd like to work for you.

If you want outstanding creative -- whether it's package design, editorial, corporate identity, outdoor signage, POP, my unique illustrations, direct mail, posters, or more, let's talk. Let me show you how you can get extraordinary, design work without paying for someone's expensive corporate building.

I work out of my home surrounded by my two yellow labs (and my award-winning creative.) And I'm available on a freelance basis for projects.

Experience

Principal/Creative Director

Philadelphia, PA
2004 - Present

Richardson Design

I collaborate with award winning writers, photographers, web designers and printers to create your perfect product.

Designed marketing campaign, branding, collateral brochures, a newsletter, posters, a 52-page magazine to members, and consulted on interior design of new branch offices for Franklin Mint Federal Credit Union.

Designed brand identity, style guide, trade show display and materials, and website for Florida Peninsula Insurance Company.

Designed direct campaigns, product flyers and catalogs for HCI Direct (hosiery).

Designed direct mail for CapitalOne Auto Insurance (beat control), MetLife and other auto insurance companies for RPM Direct.

Designed direct mail for Mazda Rewards Card, AIG Reverse Mortgage,
AIG Bank, Comcast Rewards and Alliance Bank (customer brochures and DM) for Quattro Direct.

Designed direct mail for MetroKitchen.com, an online cooking product website.

Developed brand identity and marketing materials for PetPouch, a specialized pet product mailer.

Designed packaging for Norma’s Gourmet, a Brazilian food company.

Vice President/Creative Director

Berwyn, PA

Devon Direct Euro RSCG

Directed and led the creation of direct mail promotions, print, on-line banners, superstitials, web pages, product design, trade shows booths for Advanta, Fleet Bank, Jenny Craig, JICase, MCI, Nextel, Nutrisystem, Sprint, Sun Microsystems.

Managed teams that on an average developed and executed an average
of 80-100 assets at one time for Nextel acquisition and customer
communications, print and on-line design (cost per lead for interactive was 30% below Nextel's target and click-through rates generally twice the
industry average). Directed development of Nextel Welcome Site and product demo sites.

Designed, maintained brand and overall functionality of on-line seminars,
e-commerce, direct mail for Sun Microsystems.

Launched the original Sprint campaign that generated 3 million new
business and residential customers in less than two years. Designed and produced International FONCard and PDMA award winning mailings that generated 12 million orders in 12 months.

Designed credit cards and new product acquisition kits for Advanta.
Created innovative "turn key" card acquisition program. Designed new
Fleet credit cards.

Created award winning campaigns for eight new product launches for
Bell Atlantic, including Caller ID. Won 200,000 new customers for Guardian Maintenance Service, turning a previously unpromoted product into a major profit maker.

Senior Art Director

Franklin Center, PA

The Franklin Mint

Created award winning direct mail promotions, product advertising, print ads and catalogs for limited edition collectibles and home decor from concept to finish.

Design Director for The Franklin Mint Almanac, a 1.5 million circulation,
international collectors magazine in six 32-page editions.

Art Director

New York, NY

Eisenman & Enock

Created concept through finished art in package and promotion design, direct mail, corporate identity and advertising for Pepsi, Norton Simon Communications, Norwegian Carribean Lines, Talon Zipper.

Assistant Art Director

New York, NY

BBDO

In BBDO's experimental Communication Design Center assigned to six Senior Art Directors who provided Direct Mail, Audio Visual, Package Design and Corporate Design for general advertising clients American Brands, Burger King, Gillette, National Distillers, Pepsi Cola, Philco Ford.

Designed packages for Gorilla Milk, corporate identity for Burger King and POP for Gilbey's Vodka.

Education

Bachelor of Art

Williamsburg, VA

College of William & Mary

Majored in Fine Arts/History of Art; minored in Cultural Anthropology

School of Visual Arts

New York, NY

Evening courses in Comprehensive Design, Lettering (with Ed Benguiat), Life Drawing and Package Design while working in NYC

New section

1st Lieutenant US Army 1965-1971

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