



Craig Richards VP Creative Services, Creative Director, Content Producer

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Personal Information

Objectives

Available for a challenging position as a VP Creative Services and/or Content Producer, etc., requiring experience in all aspects of **print** as well as **internet** strategies and implementation.

With more than 30 years of award-winning advertising, marketing, copywriting and design success, my work is rooted in the principles of persuasive communication. With a fully equipped home office for your offsite projects, I have the professionalism, leadership skills, resources, talent, tenacity and experience to develop creative solutions for accomplishing your mission and lead its successful implementation.

Special Skills and Areas of Expertise

Brand and corporate identity creation and promotion, design, production, illustration and copywriting for print advertising, promotional collateral and the worldwide web. I've written and edited advertising, technical, legal and medical copy, built and managed creative teams and procured and supervised a variety of vendors to produce impactful results on time and within budget.

In 1995, I wrote the book [Killer Web: How To Build a Better Website](#), a widely distributed non-technical reference guide for those interested in learning the principles of corporate site design.

I released [Envirolyzer](#) in 1999 and [AdminPro](#) in 2000, two server applications I designed and authored. One of the most widely used shareware titles on the web, AdminPro now has more than 500,000 users worldwide.

In 2001, I completed design and programming for [BigSender](#), my first commercial web application that helps list administrators, online marketers and e-zine publishers with their routine tasks.

These, among others, are the software tools and technologies I've mastered:

- ♣ Adobe **Photoshop** (image-editing and manipulation software)
- ♣ Adobe **Flash 8 Professional** (multimedia and interactive animation production software)
- ♣ Apple **Final Cut Pro** (digital video editing software)
- ♣ Apple **DVD Studio Pro** (DVD Authoring software)
- ♣ Adobe **Illustrator** (vector-based illustration software)
- ♣ **QuarkXPress** (page assembly and typographic software for single- and multi-color printing)
- ♣ Adobe **Acrobat** Exchange and Distiller (file conversion to multiplatform PDF files)
- ♣ Adobe **Streamline** (pixel image-to-vector image-conversion software)
- ♣ Adobe **ImageReady** (animated GIF generation and image optimization software)
- ♣ Microsoft **PowerPoint** (desktop presentation software)
- ♣ Clean and easy-to-edit handcoding of **HTML**, **Perl** CGI, **MySQL**, **DHTML**, **JavaScript** and **AJAX** for implementation in more intuitive, powerful and interactive data-driven websites
- ♣ Extensive use of Server-Side Executables (SSE) and LWP (libwww-perl) for dynamic and simple-to-maintain site design, content aggregation, construction and website administration
- ♣ Imaging System Management - Macintosh operating system, software, peripheral and network diagnostics, maintenance, repairs, calibration and troubleshooting
- ♣ Expert typographer trained on dedicated imaging systems since 1983
- ♣ Excellent Communication Skills (*For your convenience, I speak both English and Computer*) – *client presentations a specialty*
- ♣ Expert with database, word-processing and document processing across multiple platforms
- ♣ Vast hands-on experience in Copywriting, Editing, Proofreading, Graphic Design, Photography, Illustration, Typography and Print Specifying for Corporate / Brand Identity, Publications, Direct-Response and Display Advertising, Outdoor, Radio, Television and Web / Internet

Work Samples

FamilyReunion.com **publisher, producer, designer, editor, copywriter, programmer & administrator** – The world's largest social networking site for family gatherings, I created this site and continue to upgrade, maintain its database-driven (MySQL) content and provide ongoing member support services.

FilmOregon.org **producer, designer, programmer & administrator** – Using Flash, Final Cut Pro, Photoshop, MySQL, Perl, JavaScript, AJAX, DHTML and other technologies, I developed this website and provide ongoing upgrade and member support services.

CraigRichards.com **producer, designer, programmer & administrator** – My own site from which I market my design and programming services, provide information on my film and television appearances, and distribute and support my various software titles.

[sample01.html](#) image-manipulation sample for print advertisement

Experience – A Record of Creative Excellence

October 1998 – Present

Internet Entrepreneur Craig Richards Design, Bend, OR

Through Craig Richards Design, I administrate my web property FamilyReunion.com serving as its publisher. I also provide custom CGI programming, design and site development services and sell licenses to software products I developed.

January 1998 – Present

President and Chief Executive Officer Intercheq Incorporated, Los Angeles, CA

A founder and inventor of the technologies around which the Intercheq Payment Services have been developed, I am a principal shareholder and the startup company's president, chief executive officer and chairman of the board. Leading a small team of Internet, database, technology and finance professionals toward a common vision, I am responsible for developing strategic alliances and partnerships, product development and marketing – roles for which I have been well prepared by many years of experience and training.

August 1994 – September 1998

Vice President Operations CyberSite.net, Los Angeles, CA

As the founder of this creative web-development firm, I created and promoted the corporate identity and its services on the inhouse website and through print advertising and collateral. I worked with the President to formulate and implement administrative and operational policies, was responsible for all human resource-related duties including writing job descriptions, interviewing, compensation negotiation, training and performance appraisals, marketing and advertising, client services and client development. Prepared RFPs, RFQs and onsite presentations to prospective clients. Worked with clients to form and participate in "web taskforces" which defined or clarified the clients' online objectives, developed appropriate strategies and identified and allocated resources.

August 1992 – September 1998

Vice President / Senior Art Director The Odell Group, Los Angeles, CA

Working closely with clients, staff and vendors to achieve top results within demanding deadlines, I supervised and fully participated in the design, production and prepress phases of project implementation.

I also executed a wide range of projects including identity, print ads and brochures drawing upon my imaging and typographic expertise. High-resolution color image alterations / retouching, photoillustrations as well as electronic production skills were well exercised at this fast-paced advertising agency.

May 1991 – September 1992

Instructor: Graphic Arts Production / Typography / Printing Process Learning Tree University, Chatsworth, CA
As a teacher in Learning Tree University's Graphic Arts Certification Program, I educated adult students in the basics of traditional and electronic production methods for print reproduction and broadcast as well as the history, fundamentals and requirements of excellent typography as a design element in graphic communication.

June 1983 – January 1991

Creative Director Capital Ideas Advertising / Typehaus Pacifica, Los Angeles, CA
Starting as a freelance designer / illustrator, then working full-time, I became responsible for all operations and production in this small advertising agency (*and its typography division*). I selected and directed freelance talent and vendors such as art directors, designers, photographers, copywriters, illustrators, computer animators, color separators, printers and video & film production companies.

Besides production on dedicated typographic systems, PC-based word-processing systems and Mac-based image-enhancement applications, I also handled estimating / budgeting, scheduling, editing & proofreading, tracking, job costing, accounts payable, accounts receivable, general ledger and all related reports and analyses.

Projects included Corporate / Brand Identity Programs, Direct Response, Display Advertising, Collateral, Billboard, Packaging, Radio and Television for Manufacturing, Retail, Service, Healthcare and Entertainment accounts. I worked directly with clients to ensure strict adherence to their specifications and agency standards.

Additional Experience

In 1995, I created and continue to publish and administrate the multiple-award-winning website FamilyReunion.com which instantly became the most popular destination for families who are organizing and attending family reunions as well as for those interested in tracing their own family's lineage.

Notable among my print and web clients past and present include the [Academy of Motion Picture Arts and Sciences](#), the [Academy of Television Arts and Sciences](#), [Warner Bros. Pictures](#), [Paramount Pictures](#), [CBS Television](#), [MGM/UA](#), CruiseMasters, DER Travel, OnlineTravel, [Miller's Outpost](#), [The SCPIE Companies](#) (a national medical malpractice insurance underwriter), [JFAX.COM](#), [ProfessionalCity.com](#), [House of Fabrics](#) (acquired March '98 by Jo-Ann Stores Inc.), and [The Art Store](#), as well as publishing, healthcare, retail and wholesale, food products, manufacturing, and other account categories.

The online version of this résumé is available at
<http://www.CraigRichards.com/resume/richards-prod.html>