

ART DIRECTOR

# ROBIN RICHARDSON

“ CREATIVITY IS THE CORE OF HUMANITY. ”

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I was born and raised in Virginia and now reside in Atlanta, Ga. I love foggy mornings, live jam bands, and hot apple cider. In my spare time, I enjoy playing tennis and sitting by a campfire. In my paid time, I'm an art director who strives to create meaningful connections with people through creative design and experiences. I describe myself as a student of life who's always learning something new.

## WORK EXPERIENCE

**ART DIRECTOR** 2021-2022

BBDO Atlanta

Concept and execute 360 campaigns for Home Depot, HoneyBaked and Georgia Lottery

**ART DIRECTION INTERN** 2020-2020

McGarrah Jesse

Presented innovative, conceptual ideas on briefs for Whataburger, Case Knives and more

**MAIP VIRTUAL ENGAGEMENT PROGRAM FELLOW** 2020-2020

MAIP

Partnered with other creatives on client briefs and across multidisciplinary platforms

**TECHNICAL DIRECTOR** 2015-2021

WTVR-CBS6

Directed live newscasts, talk shows and events in Richmond, VA

**MARKETING ASSISTANT** 2012-2015

VCU Recreational Sports

Art directed, filmed, and photographed branded content with a cohesive brand voice/identity

## STRENGTHS

- Innovative Conceptual Thinking
- Adobe Creative Suite
- Deck Design & Presentation Skills
- Moodboards & Setting Tone
- Third-Party Vendors Collaboration
- Team Collaboration
- Mentorship

## EDUCATION

- VCU Brandcenter
- Job Propulsion Lab
- Virginia Commonwealth University

## INTERESTS



## AWARDS

- **GOLD ADDY WINNER**  
2022
- **AUSTIN ADDYS BEST IN SHOW**  
2022
- **YOUNG ONES MERIT WINNER**  
2021

## PARTICIPATION

- **WOMEN WHO CREATE MENTEE**  
2022
- **MAIP ALUMNA**  
2021
- **BRANDCENTER COLLECTIVE**  
2021