

Robin Renee Richardson

MULTIDISCIPLINARY ART DIRECTOR



Email:
robinrichardsonr3@gmail.com



Phone Number:
757 450 2513



Website:
robinrrichardson.com



LinkedIn:
in/robinrrichardson

STRENGTHS

Innovative Conceptual Thinking
Strategic Storytelling & Branding
Moodboards & Storyboards
Motion Design/Animation
Experiential Design
Brand Activations
2D and 3D Design
360 Campaigns
Illustration

SKILLS

Adobe Creative Suite
PowerPoint
Keynote
Figma

EDUCATION

Master Degree
VCU Brandcenter
Master of Science in Business
Branding, Art Direction
May 2021

Bachelor Degree
Virginia Commonwealth University
B.S. Mass Communications,
Broadcast Journalism
May 2015

EXPERIENCE

BBDO Atlanta Art Director

2021 - Present

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

McGarrah Jessee Art Direction Intern

2020 - 2020

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

MAIP Virtual Engagement Program Fellow

2020 - 2020

Partnered with other creatives on client briefs and across multi-disciplinary platforms

WTVR-CBS6 Technical Director

2015 - 2021

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

VCU Recreational Sports Marketing Assistant

2012 - 2015

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

*AWARDS & PARTICIPATION

- * 2022 Gold Addy Winner
- * 2022 Austin Addys Best in Show Student Work
- * 2021 Young Ones Competition Merit Winner

MAIP Alumna

Selected in a talent pool of applicants to participate in a virtual fellowship

Social Media Co-Chair & Design Team Member | BC Collective

Helped to promote and amplify the voices of marginalized students at the Brandcenter

Women Who Create Mentee

Connected with women of color in creative fields to break down systemic barriers