

RICHARD NORRIS | CREATIVE DIRECTION & DESIGN

718 781 4969 | NORRIS@PROJECT13.COM | 55 JORALEMON, BROOKLYN NEW YORK 11201

## QUALIFICATIONS

Branding, design and advertising professional with over 10 years experience as a creative director, art director, designer and business owner. An outstanding creative with diverse experience and skill sets. Proven ability to deliver conceptual, strategic and unique solutions across multiple mediums. A strong reputation as being competent, knowledgeable and resourceful. Recognized for having strong interpersonal, project-management and leadership skills with a team player attitude.

## EXPERIENCE

**Project 13 Inc.** | Principle & Creative Director / April 2001 – August 2004 :: August 2005 – Current

- > Small business owner and creative lead on distinctive, strategic and successful brand development, packaging, advertising and web projects for a broad industry base including: technology, restaurant, fashion, beverage, retail and non-profit.
- > Responsible for client relations, budgeting/estimating, proposals, strategy and presentation on all creative.
- > Hiring and management of freelance designers, web developers, flash designers, animators, illustrators, copywriters and production artists. Photography: creative direction and outsourcing. Print: sourcing, production and management.
- > Clients included HiT Entertainment, Classic Media, Axelle Fine Arts, Stray Rescue of St. Louis, TeePee Records, St. Louis Cathedral Basilica, Jewish Enrichment Center, Anheuser-Busch, Hallmark, The St. Louis Film Festival.

**Studio Network Solutions** | Creative Director / August 2005 – Current

- > Creative Director responsible for corporate brand restructuring, positioning, development and extension.
- > Lead on web creation including user experience research and development, design, content development and implementation/programming supervision. The launch was a major success with resellers and customers, further defining SNS as an emerging brand and an industry leader.
- > Responsible for all national and international marketing materials, print and on-line advertising, trade show presence and ongoing co-branded marketing efforts with resellers and clients including IBM, EMC and LSI.
- > Development of all new product branding, packaging, application interface design, structural product design and production.

**Parham Santana** | Sr. Art Director / August 2004 – August 2005

- > Lead creative, designer and illustrator on nationwide, in-store Halloween program for Target Stores.
- > Developed innovative packaging and branding for Discovery Channel, Classic Media, Nickelodeon/Viacom and Mattel.
- > Oversaw product naming and user experience copy development for innovative new toy line.
- > Executed national brand style guides for Peanuts, Food Network and Bed Bath & Beyond.

EXPERIENCE cont.

**Momentum Worldwide / McCann-Erickson** | Sr. Art Director / August 1999 – September 2000

- > Executed POS and advertising campaigns for Coca-Cola, Anheuser-Busch, Buick, Upper Deck and Best Buy stores.
- > Worked in a collaborative environment with writers as a creative team on national campaigns from concept to completion.
- > Worked directly with photographers and producers on all aspects of large-scale photo productions.
- > Worked with in-house production department on final hi-res scanning, photo retouching and compositing images.

**Marketing Mix** | Associate Creative Director / January 1999 – August 1999

- > Created dimensional displays, interactive event environments and collateral pieces for ESPN X-Games, Gatorade, the Sci-Fi Channel, the Country Music Awards, Disney and Minute Maid.
- > Sourced and managed vendors on fabrication and installation of projects ranging from custom event decks to large-scale vehicle wraps.

**Phoenix Creative** | Sr. Art Director / June 1998 – January 1999

- > Responsible for creating, designing and producing a new 52-page monthly magazine for the national bookstore chain Borders including cover, article and ad design.
- > Oversaw production staff in charge of receiving, tracking, scanning and color correcting over 300 images per publication.
- > All web-fed on press print supervision.

**The Falk Design Group** | Art Director / June 1995 – June 1998

- > Produced award-winning annual reports and corporate communications, presentations and displays for clients such as Maytag, Sprint, Sigma Chemical, Monsanto, Purina and O'Reilly Automotive.
- > On-press print supervision of high-profile annual reports; offset and web.
- > Art direction of photography and illustration for national corporate clients.

**Young & Rubicam/Brand Buzz, Tracy Locke, Attik, Creative Feed** | Freelance

- > Sony, Pepsi-Cola, AOL Instant Messenger, Plantronics.

PORTFOLIO

[www.project13.com](http://www.project13.com)

EDUCATION

Oklahoma State University  
Degree in Applied Science / Graphic Design – April 1995

REFERENCES

Upon Request