

Joel Richards

Portfolio: <https://joelrichardsg.com>
joel.richardsg@gmail.com
857-265-4353
New York City, NY



PROFESSIONAL SUMMARY

Adobe Visual Design Specialist and Microsoft Office Specialist, Passionate publicist and photographer with 12+ years of experience. My approach includes conceptualization, experimentation, and iteration to design elegant solutions that meet both: user needs and business goals. I enjoy contributing to the end-to-end design process. Currently a freelancer photographer in New York and looking to relocate for a job that suited for. With training in Art & Design, a degree in Advertising and Multimedia.

EXPERIENCE

Crew Leader

Clearly Amazing Outlook, LLC
April 2020 – September 2022

- Lead the crew to complete the jobs assigned per day. Supply the equipment needed for the office.
- Talk to the customers and make sure that all the work orders were completed satisfactory.
- Do estimates and upsells on site about window cleaning, gutter jobs, soft washing, pressure washing and Christmas lights.

Virtual Instructor

TCC (Technological Community Centers)
January 2018 – August 2020

- Develop and plan educational programs for e-Learning with focus on graphic design, such as Illustrator, InDesign, web design and Photoshop.
- Design the platform on Moodle along with the developer to make it more interactive for the students.
- Teach every week and follow up the progress of the students: grading, interacting and making projects.

Instructor

Las Americas Institute of Technology
January 2012 – January 2018

- Develop and plan educational programs for on-site learning in poor communities with the idea of changing their lives, focusing on the education applied to technology (Illustrator, InDesign, web design and Photoshop).
- Teach every week and follow up the progress of the students: grading, interacting and developing creative projects.

SKILLS

JOB SKILLS

- Analyze/Resolve Worker & Management Conflicts/Problems Apply Marketing Techniques To Artistic Products & Services
- Create Art From Ideas
- Manage Personnel/Human Resources
- Recruit, Select, Train Workers
- A strong eye for visual composition
- Effective time management skills and the ability to meet deadlines
- Proven design skills in both print and digital media
- Knowledge of digital technology and social media trends, media requirements/codecs, and evolving best practices.

COMPUTER SKILLS

- Proficiency with Adobe Creative Cloud, specifically including Illustrator, Photoshop, InDesign and Lightroom.
- Proficiency editing videos using Final Cut Pro, Adobe Rush and InShot.
- Proficiency with Microsoft programs, (Word, PowerPoint, Excel and Outlook).
- Proficiency with web design using Wordpress.
- Proficiency editing mobile videos for social media.

Creative Director

Grupo Burgos Global Investment
January 2014 – April 2016

- Edited videos and web content for TV, real estate and engineering websites using Wordpress.
- Solicit, design, and layout all texts.
- Used Photoshop daily along with all newswires and image sites.
- Cleaned, touched up and color corrected photos for use in publications using Photoshop and entire Adobe Creative Suite.
- Conducted Photoshop trainings for other freelancers.
- Assist during photo shoots, shoot video and photographs.

Graphic designer

Partners Ogilvy
January 2013 – January 2015

- Edited videos and web content for sports website Assisted in photo and media licensing
- Solicit, design, and layout all texts.
- Used Photoshop daily along with all newswires and image sites.
- Cleaned, touched up and color corrected photos for use in publications using Photoshop and entire Adobe Creative Suite.
- Conducted Photoshop trainings for other freelancers.
- Assist during photo shoots, shoot video and photographs.

Graphic Designer I Photographer

Freelance
January 2010 – present

- Managed 20+ projects per year Oversaw design integrity of drawing sets, from layout approval to store opening.
- Provided solutions to communication and marketing challenges, in-house graphic design and photography services for marketing department.
- Generate design solutions for marketing and packaging materials.
- Developed and implemented 3D graphics, layout design, graphic design, production process improvements, and digital banners.
- Advanced knowledge of garment construction, Adobe Photoshop, Illustrator, InDesign and Microsoft.
- Designing creative media campaigns, publishing, for companies and non-profit organizations.
- Photographer focused on wedding, engagement proposals, portraits and urbanism, editing pictures using Adobe Lightroom, Lens Distortion and Lightroom Mobile.
- As a photographer: Ideate, shoot, and edit short-form video, looped imagery, and other emerging formats.
- Cover a variety of news stories and events under deadline.

PROFESSIONAL REFERENCES

- Brian Coughlin (508) 509-8669
- Amie Horner (302) 438-8899

EDUCATION & CERTIFICATIONS

Iberoamerican University (Dominican Republic)

Bachelor Degree (3.8 GPA)

September 2013 – November 2016

Advertising

Las Americas Institute of Technology (Dominican Republic)

Associate's Degree (3.9 GPA)

January 2009 – August 2013

Multimedia

OFF-SCHOOL

Continuing Education

September 2009 - September 2012

Fine Arts – Drama

Office Power Point Specialist

Office Word Specialist
Office Excel Specialist

Microsoft
June 2018

New York



Adobe Design Specialist

Adobe
March 2018
New York

LANGUAGE SKILLS

- English
- Spanish