

CATHERINE RICHARDS

CREATIVE DIRECTOR • DESIGN LEADER • FOUNDER

CONTACT

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PROFILE

An accomplished Design Director with 26 years of experience leading brand, communications, digital, and experiential design initiatives for national nonprofits, advocacy organizations, corporations, foundations, and associations.

Founder of thirteen38creative, former Vice President & Director of Creative Design at Podesta Group and former Associate Design Director at GMMB. Expertise spans brand development, annual reports, websites, fundraising communications, public affairs campaigns, environmental design, and executive communications.

I thrive on translating complex issues into compelling visual stories that drive engagement, influence stakeholders, and strengthen organizations.

EDUCATION

College of William & Mary

Williamsburg, Va
BA, Art History

George Washington University, Corcoran College of Art and Design

Washington, DC
AFA, Design

SELECTED CLIENTS

American Cancer Society • L'Oréal USA
National Music Publishers Association
World Wildlife Fund • Mechanical Licensing
Collective • ImpactIsrael • XRA • AUTO-ISAC
NC-SARA • CoAEMSP • Drum Major Institute

WHAT I DO

Brand Strategy & Identity Systems • Annual Reports & Fundraising Communications • Advocacy & Public Affairs Campaigns
Website Strategy & Design • Event & Environmental Design • Executive Communications • Creative Direction & Team Leadership
Vendor & Production Management • Budget Development & Project Oversight

Platforms & Tools: Adobe Creative Suite • Figma • Squarespace • Wix • Microsoft Office • Google Workspace

PROFESSIONAL EXPERIENCE

Founder & Design Director

thirteen38creative | 2016–Present

Founded a boutique agency and built an independent creative consultancy serving nonprofits, associations, foundations, higher education institutions, and corporate clients.

- Directed branding, annual report, website, advocacy, and fundraising communications initiatives for more than 50 organizations across nonprofit, association, public affairs, education, and corporate sectors.
- Led design and production of high-profile donor, advocacy, and executive communications
- Managed multidisciplinary teams including writers, developers, photographers, illustrators, and production vendors
- Oversaw environmental and event design for national conferences and awards programs
- Maintained long-term client relationships resulting in recurring annual engagements

Vice President & Director of Creative Design

Podesta Group | 2014–2016

- Led creative strategy and design for public affairs and advocacy campaigns.
- Directed integrated communications programs for Fortune 500 companies, trade associations, and nonprofit organizations
- Partnered with account teams to translate policy and advocacy objectives into compelling communications campaigns
- Managed designers and external creative partners

Associate Design Director

GMMB | 2000–2014

- Advanced through the creative department to lead integrated communications programs for national clients.
- Managed branding, advertising, direct mail, event design, and advocacy campaigns
- Collaborated closely with strategists, writers, and account teams
- Led production across print, digital, and experiential channels