

# CATHERINE RICHARDS

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## EDUCATION

**College of William & Mary**  
Williamsburg, Virginia  
BA, Art History, May 2000

**Corcoran College of Art & Design**  
AFA, December 2004

## SKILLS

Collaboration  
Communication  
Team Management  
Print Production  
Technical: InDesign  
Illustrator  
Photoshop  
MS Office

## AWARDS

DC Addy for "DiscoverLaw"  
Integrated campaign

## CONTACT

- catherine.richards@gmail.com
- 202.253.4741
- <http://cargocollective.com/catherinecrichardsdesigns>

## EXPERIENCE

**Podesta Group, Vice President and Director of Creative Design | Washington, DC**  
September 2014-Present

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### Strategic Planning

- Work with clients, account teams and writers to formulate campaign, advertising, and brand strategy
- Advise account staff in drafting strategic and creative briefs, timelines and budgets that inform materials development

### Creative Development

- Conceptualize and design collateral, advertising, logos, exhibits
- Collaborate with writers, photographers, stylists, designers, and account teams to execute ideas for events, direct mail, advertising, and advocacy materials
- Present concepts to clients and troubleshoot their needs

### Project Management

- Work with account staff to develop timelines, budgets and design team to ensure deliverables are produced in a timely manner and on budget
- Present creative deliverables to account teams and clients, discuss feedback and collaborate with team to revise creative accordingly

### New Business Development

- Craft compelling content for prospective clients on their branding, advertising, and digital goals
- Design packaging and creative content for new business proposals
- Develop multimedia presentation for pitches

### Management & Leadership

- Oversee creative staff: project assignments, creative development and performance reviews
- Provide creative vision to a growing team and tone within the agency

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**GMMB, Associate Design Director | Washington, DC**  
June 2000-September 2014