

CATHERINE RICHARDS

EDUCATION

College of William & Mary
Williamsburg, Va
BA, Art History

GW Corcoran College of Art and Design
AFA

CONTACT

Catherine@1338creative.com
1338creative.com

AWARDS

DC Addy for "Discovering Law"
Integrated Campaign

SKILLS

Collaboration
Communication
Team Management
Project Management
Print Production
InDesign
Illustrator
Photoshop
SquareSpace
MS Office/Google
Wix

EXPERIENCE

thirteen38creative,
Founder & Creative Director
Washington, DC
October 2016-Present
Building business, managing deadline and budget, creating original creative from branding to annual reports to digital content.

Podesta Group, Vice President & Director of Creative Design
Washington, DC
September 2014-October 2016
Leading the creative side of a digital practice. Supporting communication strategy for public affairs and public relation efforts in advocacy.

GMMB, 2000, Associate Design Director
Washington, DC
June 2000-September 2014
Working through the ranks of the creative practice, learning every facet of a successful campaign from client relations, creative efficacy, and budget and deadline management.

RESPONSIBILITIES

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

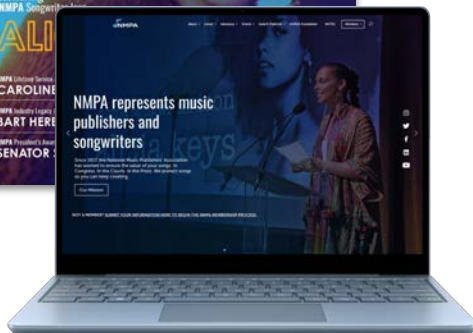
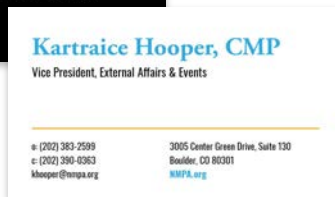
- Conceptualize and design collateral, advertising, logo and exhibits
- Collaborate with writers, photographers, stylists, designers, and account teams to execute ideas for events, direct mail, advertising and advocacy materials
- Present concepts to clients and troubleshoot their needs

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

Portfolio Samples

Thirteen  Creative



Original Logos



Updated Logos



Portfolio Samples



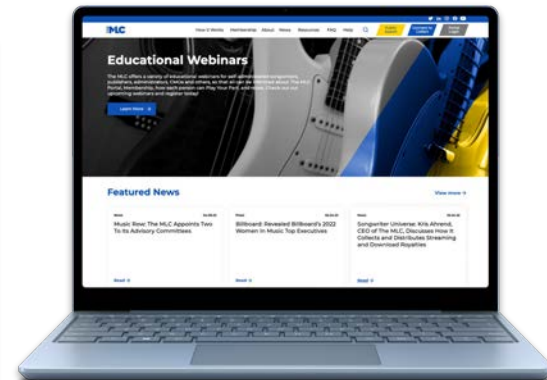
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Portfolio Samples

THE MLC

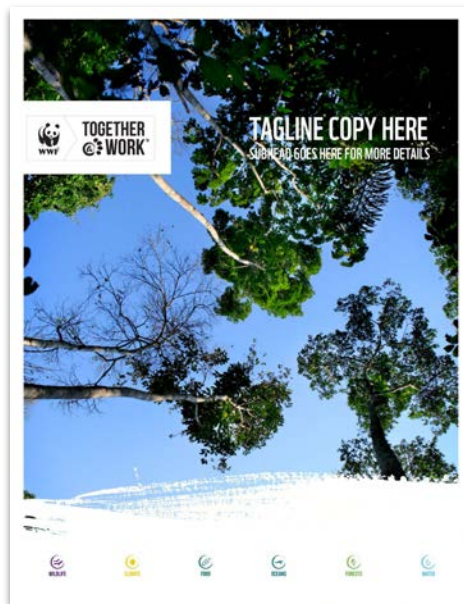
**MECHANICAL
LICENSING
COLLECTIVE**



Portfolio Samples



Branding



Report Cover Sample



PPT Template

Portfolio Samples



L'Oreal's For Women in Science awards galas,
2017-2024

- Event planning
- Venue recommendations & coordination
- Vendor selection & management
- Design: environmental & collateral, procurement
- Creative Direction



Portfolio Samples



Portfolio Samples



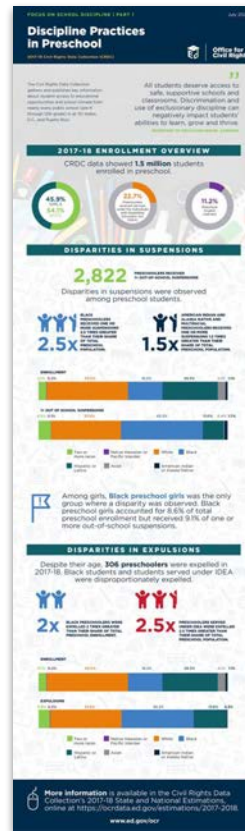
Social Content



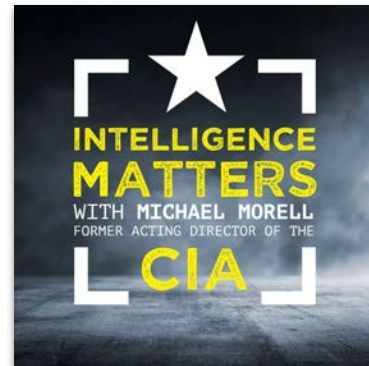
Infographic



Report



Infographic

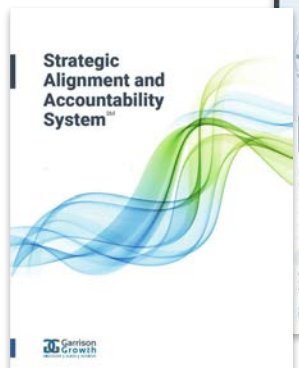
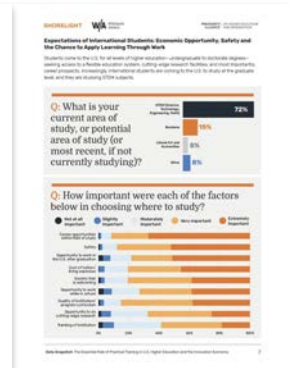


Podcast Cover Design



Sticker

Portfolio Samples



Reports