

RICHARD CAMPBELL

VISUAL DESIGNER & ART DIRECTOR

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brooklyn, ny

Eight years building visual systems that hold across city blocks, airport terminals, app storefronts, and national campaigns. Intentional without being precious, structured without being rigid. Comfortable directing a campaign from concept through final delivery, and equally comfortable inside a fast-moving product team. The brief is the floor, not the ceiling.

SKILLS

CREATIVE

Brand Identity
Visual Systems
Art Direction
Integrated Campaigns

DESIGN

Typography
Design Systems
UX Thinking
A/B Testing

TOOLS

Figma
Adobe CC
Jira / Asana

SOFT

Stakeholder Comms
Cross-functional
Vendor Management

EXPERIENCE

VISUAL DESIGNER

JUL 2022 – JUL 2024

[PRICELINE](#) / NEW YORK, NY

- Led visual design across house ads, Google display, app store, sustainability, and partner campaigns. **15% lift** in mobile engagement, **15% increase** in app downloads.
- Owned A/B-tested creative at volume while maintaining brand consistency across every channel.
- Translated data-heavy insights into clear visual frameworks used by internal teams and leadership.
- Partnered daily with marketing, product, analytics, and engineering across high-volume sprints.

VISUAL DESIGNER

OCT 2021 – APR 2022

[CROSSBORDER SOLUTIONS](#) / NEW YORK, NY

- Designed the Provision 5 Ways campaign. **30% lift** in engagement, **25% increase** in client inquiries.
- Led concepting and go-to-market design supporting an updated brand direction across B2B marketing.

GRAPHIC DESIGNER

APR 2019 – MAR 2021

[DASH FINANCIAL TECHNOLOGIES](#) / NEW YORK, NY

- Led brand refresh increasing impressions **40%** and social engagement **27%**.
- Designed the Product Overview Booklet used across sales and investor touchpoints.
- Managed vendor production for high-end gift kits, saving over **\$22,000** in costs.

GRAPHIC DESIGNER

JAN 2017 – AUG 2018

[JETBLUE AIRWAYS](#) / LONG ISLAND CITY, NY

- Created full brand identity for JetBlue Jams, a seasonal T5 activation spanning environmental design, signage, and a complete merch system.
- Designed EatUp Cafe Salad Shaker label, used in-flight as both brand touchpoint and safety seal.
- Promoted from intern to designer in under one year.

ART DIRECTOR & VISUAL DESIGNER

AUG 2018 – PRESENT

[RIIICH MADE](#) / INDEPENDENT

- Independent practice across brand identity, campaign design, and creative direction for nonprofit, consumer, and food service clients.
- Directed Foster Care Unplugged. **35% engagement growth**, earned support from a New York State Senator.
- Conceived Buy (RED). Save Lives. for Taste Wine Co. Full campaign system from print ads and OOH to in-store collateral, event creative, and merch. Pitched to the owner.
- Delivered **15+ projects** from concept through execution across platforms and budgets.

EDUCATION

NYC College of Technology, CUNY
B.Tech, Communication Design Management

2016

RECOGNITION

Foster Care Unplugged | Support from a New York State Senator
Buy (RED). Save Lives. | Pitched to the owner of Taste Wine Co
JetBlue Airways | Promoted from intern in under one year