

RICHARD KYLE

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CURRENT

COOKBOOK AUTHOR | "BEFORE THE BITE – BREAKING BREAD WITH THE UNDEAD"

HOGHEAD DESIGNS | GRAPHIC DESIGNER 2020-CURRENT

2020

DIGITAL DESIGNER, CAMPBELL SOUP COMPANY

Designed and delivered branding content for a Campbell's CEO sponsored technology improvement program where graphics were used throughout corporate communications in the awareness campaign for the company.

Designed and delivered new Campbell Soup IT branding content supporting the re-launch of Campbell's IT identity under new leadership.

2006-2018

SENIOR WEB/DIGITAL DESIGNER , PUBLISHERS CLEARING HOUSE

- Created concepts and produced designs for highly profitable weekly email program for multi-million dollar company.
- Conceptualize and implement contest graphics, light boxes, and banner ads.
- Execute innovative new designs for responsive emails landing pages for House program.
- Produce responsive designs created for multi-platforms/devices.
- Target brand goals, integrate style into design and deliver projects on or ahead of schedule.
- Produce multiple packages designed for A/B testing.
- Produce creative property designs for social media.
- Develop designs for email marketing produced to optimize user experience and increase site revenue.

2008-2010

GRAPHIC/DIGITAL DESIGNER, WE TV

- Designed and delivered weekly digital newsletters while keeping with brand identity.
- Target brand goals, integrate style into design and deliver projects on or ahead of schedule.

2007-2009

RESIDENTIAL PHOTOGRAPHER/DIGITAL DESIGNER, LAFFEY REAL ESTATE

- Photographed and edited photos of several properties.

EDUCATION

**Gibbs - New York, NY | Associates in Graphic/Web Design,
1999-2001**

SKILLS

- Adobe Creative Suite
- Photography