

# Richard M. Costa III

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## EDUCATION

Longwood University  
Honors Program.  
Bachelor of Fine Arts: Graphic Design | Minor: Computer Science

## WORK EXPERIENCE

2014–2015 | Tattoo Projects Advertising Agency | Charlotte, NC

### Senior Graphic Designer / Senior Freelance Graphic Designer

- Design and conceptualizing: promotional campaigns, catalogs, sales tools, web presence assets, billboards, point of purchase graphics, event signage, promotional products, logos, etc.

2008–Present | Self-Employed | VA/NC

### Freelance Graphic Designer

- Freelance design, photography, and illustration for businesses, friends, family, and community
- Local business/event marketing: branding, identity packages, infographics, brochures, flyers, tradeshow materials, Presentations, e-mails, product photography, etc.

2012–2013 | CustomInk | McLean, VA

### Expert Production Art Development Coordinator

- Continued to produce high quality custom artwork for clients in the form of screen printed and digitally printed promotional/event products
- Provided intensive 4-week training courses in Adobe Illustrator and Photoshop for new artists
- Created and maintained training, technical, artistic, and guideline resource material for a team of over 40 graphic artists while upholding company's brand guidelines
- Collaborated with leaders from other intra-office teams to improve & create guidelines and policies that would streamline workflow and provide an outstanding customer experience
- Tested, documented, optimized, and helped deploy Adobe Creative Cloud to a team of over 150 graphic/production artists in multiple locations across the U.S.
- Established myself as a go-to person for many technical and art related questions amongst multiple departments within the company
- Closely tracked art team's productivity and quality of work trends to improve processes, training, and artistic development
- Tested and implemented large scale digital asset and font management systems for art teams

2009–2012 | CustomInk | McLean, VA

### Expert Production Artist

- Created and adjusted custom client artwork for digital/screen printing with perpetual consideration for aesthetics, print quality, and customer feedback
- Tested, documented, optimized, and helped deploy a new platform of Apple computers to multiple teams of artists, which led to a 15% increase in productivity across teams
- Aided in the enhancement of print quality, aesthetics, and kerning of CustomInk's fonts

## SKILLS

**Adobe Software:** Illustrator, Photoshop, InDesign, Dreamweaver, Bridge

**Additional Software:** MS Office, Font Explorer, Font Creator, Vector Magic, Confluence, WebDAM

**Other Skills:** digital photography and photo editing, drawing, print making, vinyl cutting, Mac/PC technical support, digital asset/font management, basic HTML/CSS

## ORGANIZATIONS/ PUBLICATIONS/ AWARDS

AIGA  
Longwood University Honors Program  
Incite: Journal of Undergraduate Scholarship  
Received Bishop Scholarship for excellence in art

## REFERENCES

Available Upon Request

