

# Richard Diehl

Rich@RichDiehl.com | 201.675.0603 | RichDiehl.com

## Executive Summary

Award-winning Art Director and Creative Strategist with over 35 years of experience driving visual excellence across print, broadcast, and digital. Expert in guiding the creative lifecycle—from conceptualization to production—with a track record of leading high-performing teams. A versatile storyteller proficient in motion graphics, photography, and illustration, dedicated to maintaining brand integrity across global campaigns.

## Core Competencies

**Leadership:** Creative Direction, Team Management, Cross-functional Collaboration, Mentorship.

**Design & Identity:** Corporate Branding, Typography, Illustration, Layout Design, Pre-press.

**Digital & Motion:** Web Design (UI/UX), AI, Animation, Storyboarding, Video, and Social Media.

**Media Production:** Art Direction for Photo/Video Shoots, Broadcast Advertising, Interactive Media.

## Professional Experience

### Berkeley College • Art Director • 2014-present

- Lead an innovative in-house design team and manage freelance talent to execute 360-degree marketing campaigns for the Tri-State region.
- Partner with the Creative Director to oversee high-budget video and photo shoots for television and digital media.
- Collaborate with Marketing Directors and Senior Management to guide the strategic development of brochures, billboards, TV commercials, outdoor, transit and digital advertisements.
- Ensure brand consistency and design excellence across all touch points, including social media, viewbooks, and large-scale mall advertisements.

### Beech Street Design • 2007-2014

- Founded and operated an independent studio providing comprehensive creative services to a diverse portfolio of corporate and boutique clients.
- Waldor Products: Served as lead Art Director and Photographer for all catalog and digital media assets.
- Dover Business College: Directed marketing visuals, including billboards, print advertising and web collateral; acted as photographer, lead illustrator and animator for specialized projects.
- Forbes Advertising & Marketing Group: Provided Creative Direction for global brands, including Renaissance Hotels and Resorts and TattooGoo.
- Newport Group, LLC: Illustrator for the book published by Advantage Media Group, Taking the Reins.

### VIA Agency • Senior Graphic Designer/Web Designer • 1998-2007

- Managed the design and production of a high volume of promotional materials, including newsletters, catalogs, and print advertisements.
- Spearheaded the UI/UX design and implementation of multiple corporate websites and internal intranets.
- Provided on-site art direction for photography, ensuring visual alignment with marketing objectives for clients such as Berkeley College, BES Inc., Luing Properties and The Wonder Museum.

### Caryl Communications • Art Director • 1994-1998

- Supervised end-to-end design workflows for up to 25 retainer accounts, maintaining direct client relationships and project management.
- Produced comprehensive corporate identity packages, point-of-purchase (POP) displays, and multimedia designs for clients including, TJ Cinnamons, IBS, Levin Management, SVECIA, Cushman & Wakefield, and MetLife Real Estate.

### Photographics Advertising Inc. • Assistant Art Director • 1992-1994

- Developed layouts and marker comp illustrations for national brands like International House of Pancakes (IHOP), Inverness and Mamiya Cameras.
- Assisted in the production of marketing materials across Macintosh platforms, focusing on precision and brand standards.

## Awards & Recognition

### International Davey Awards

Silver (2025):  
Creative Direction – Billboard Design

Silver People's Choice (2024):  
Art Direction – TV Commercial

Bronze (2024):  
Art Direction – TV Commercial

Silver (2023):  
Art Direction – TV Commercial

Gold (2022, 2021):  
Car Wrap Design

Gold (2019):  
Art Direction – Campaign Design

Silver (2007):  
Storyboard Artist – TV  
Commercial Series (Dennis Powers)

Gold (2006):  
Storyboard Artist – TV Commercial  
Series (Dennis Powers)

### GDUSA (Graphic Design USA) Awards

2023: Creative Direction & Production –  
Animated Video Promo

2023: Art Direction – Car Wrap Design

2023: Art Direction – Billboard Design

2017: Integrated Design – Direct Mail  
Campaign with Augmented Reality  
(AR) Animation

### Additional Honors

Gold Medallion Award:  
Berkeley College Viewbook Design

Silver Medallion Award:  
Berkeley College Poster Design

Certificate of Excellence:  
Art Directors Club of New Jersey (ADCNJ)

### Technical Expertise

Adobe Creative Cloud: InDesign,  
Photoshop, Illustrator, After Effects,  
Premiere, Adobe XD, Acrobat Pro

Animation & Storyboarding:  
ToonBoom Animate, ToonBoom  
Storyboard Pro

Presentation & Productivity:  
Apple Keynote, Microsoft PowerPoint,  
Microsoft Word, Prezi