

Allison Richter

Creative Director • Brand Strategist • Visual Systems Lead

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Professional Summary

Creative Director with 10+ years of experience leading visual storytelling, brand systems, and digital design for diverse clients across government, nonprofit, healthcare, and commercial sectors. Known for pairing strategic thinking with hands-on design execution to drive cohesive, elevated brand experiences. Proven leader in scaling design operations, mentoring creative teams, and delivering impactful multi-channel solutions — from rebranding NASA's Marshall Space Flight Center to designing websites and campaigns in Figma, Adobe CC, and beyond.

Professional Experience

Creative Director

Flourish Consulting Services | April 2021 – January 2026

- Lead strategic brand development, creative direction, and design execution across 15+ client accounts.
- Directed high-profile projects including the rebranding of NASA's Marshall Space Flight Center.
- Oversaw full redesign and launch of Flourish's corporate website using Figma.
- Developed internal creative standards, streamlining cross-functional design workflows.
- Mentored junior designers and led monthly creative sessions to foster innovation.
- Ensured all visual outputs — from presentations to digital graphics — aligned with strategic objectives.
- Delivered award-winning and publication-ready materials across print and digital platforms.

Graphic Designer

Encore Rehabilitation, Inc. | February 2018 – April 2021

- Formalized the brand identity by creating a comprehensive visual style guide used across 100+ clinics.
- Designed marketing collateral, internal communications, and event materials for clinics nationwide.
- Represented the brand at corporate events and supported referral and marketing outreach.

Graphic Designer / Layout Designer

256 Magazine | July 2014 – 2022

- Oversaw full magazine layout and print production, including photography placement and typography.
- Designed custom advertisements tailored to diverse client brands.
- Collaborated with editorial and ad sales teams to ensure visual and editorial cohesion.

Graphic Designer

Allied Digital Printing | March 2015 – February 2018

- Designed a wide range of client collateral and ensured production-ready accuracy.
- Worked directly with clients to define scope, timelines, and visual expectations.

Graphic Designer

Minuteman Press | Oct 2013 – Nov 2014

Print Two Impress | Mar 2012 – Oct 2013

Education

University of Alabama in Huntsville

Bachelor of Arts in Art Studio (Graphic Design Concentration), Minor in Art History

Skills

- Brand Identity & Visual Systems
- Creative Direction & Mentorship
- Adobe Creative Suite (Illustrator, InDesign, Photoshop)
- Figma, Web & Digital Design
- Strategic Storytelling & Presentation
- Typography, Layout, and Composition
- Print & Digital Production
- Cross-Functional Collaboration
- Microsoft Office (Word, Excel, PowerPoint)