

RICHARD CODY BLIGHTON

richardcblighton@gmail.com • 269-325-0171

<https://www.richardcodyblighton.com>

EXPERIENCE

SELF-EMPLOYED (Benton Harbor, Michigan) • **Freelance Designer** • September 2004 - Present

Created brand identity for Piggott's Farm Market, including a tri-fold brochure, signage, and a cohesive labeling system for over 40 jams and jellies offered. Developed designs from concept to final print. Coordinated printing to reduce cost & minimize waste.

BISSELL HOMECARE (Walker, Michigan) • **Product Graphic Design Specialist** • February 2021 - October 2022

Created & maintained Product Graphic 6-Views. Developed conceptual graphic treatments & renderings. Developed Bissell on-product Brand Language & Guideline Standards. Created on-product iconography.

WHIRLPOOL CORPORATION (Benton Harbor, Michigan) • **Associate Designer** • March 2019 - April 2020

Created Stylemaster documents for on-product graphics. Communicated and worked with engineers, marketing and designers from multiple countries to plan out, refine, and execute production graphics. Created conceptual directions for product graphics. Refined and organized Brand Language guidelines for Whirlpool family of brands.

FIRST IMPRESSIONS SIGN CO. (Stevensville, Michigan) • **Art Director & Graphic Designer** • October 2013 - November 2018

Coordinated and produced all artwork for company - working directly with clients to fulfill their needs. Created all-new artwork for existing brands. Worked with licensors to get legal approvals and trademarks on new designs. Prepared all files for production, printing, and CNC cutting. Designed exhibition spaces for yearly Symposium conferences.

AEROTEK (Benton Harbor, Michigan) • **Whirlpool Customer Service Representative** • June 2011 - August 2013

Assisted customers with product knowledge, troubleshooting, and scheduling service for repairs. Received over 100 formal compliments from customers for quality of service. Assisted customers in identifying and ordering parts and accessories. Managed customer's accounts and orders.

PIGGOTT'S FARM MARKET (Benton Harbor, Michigan) • **Customer Service Representative** • May 2004 - November 2010

Created brand identity for company including a tri-fold brochure, signage, and a cohesive labeling system for over 40 jams and jellies offered. Developed designs from concept to final print. Coordinated printing to reduce cost & minimize waste.

WMU DESIGN CENTER (Kalamazoo, Michigan) • **Graphic Design Intern** • September 2008 - May 2009

Co-designed new identity for the Western Michigan University School of Music as well as promotional materials for the ABA (Association for Behavioral Analysis) in Kalamazoo, Michigan.

EDUCATION

WESTERN MICHIGAN UNIVERSITY (Kalamazoo, Michigan) • 2006 - 2009 • Bachelor of Fine Arts in Graphic Design - Honors

LAKE MICHIGAN COLLEGE (Benton Harbor, Michigan) • 2004 - 2006 • Associates in Graphic Design - High Honors

COUNTRYSIDE CHARTER SCHOOL (Benton Harbor, Michigan) • 2000 - 2004 • High School Degree - Valedictorian

PROFICIENCIES & SKILLS

On-Product Design • Packaging • Brand Identity • Brand Language Development • Typography • Print Design • Display & Exhibition Design
Directional Signage • Traditional & Digital Photography • Adobe Illustrator • Adobe InDesign • Adobe Photoshop • Windchill • Figma • Miro
Microsoft Office • Microsoft PowerPoint • Microsoft Excel • Mac OS • Microsoft Windows • Call Center Experience • Customer Service • Cashier

REFERENCES

GREG BRNCICK • **VP of Consumer Design** - BISSELL Homecare (Walker, MI) 616-450-3375 • greg.brncick@bissell.com

GARY BOLIN • **Design Manager - Product Graphics** - BISSELL Homecare (Walker, MI) 269-325-4272 • gary.bolin@bissell.com

CHARLES STOHRER • **Sr. Design Manager** - Whirlpool Corp. (Benton Harbor, MI) 269-449-1800 • charles_w_stohrer@whirlpool.com

TONY EATON • **Owner and Manager** • First Impressions Sign Co. (Stevensville, MI) 269-208-5327 • tonyeaton@comcast.net

TRICIA HENNESSY • **Director of Graphic Design** • Western Michigan University (Kalamazoo, MI) 269-387-2502

GEORGE MCMANUS IV • **Owner** • Piggott's Farm Market (Benton Harbor, MI) 269-208-6354 • mcmanusgeorgeiv@gmail.com

BRANDON PIERCE • **Director of Design** • Lake Michigan College (Benton Harbor, MI) 269-927-8767 • pierce@lakemichigancollege.edu