



EDUCATION

Certificate in Graphic Design
UC Berkeley Extension

M.F.A. in Photography
Academy of Art

M.J. in Print Journalism
UC Berkeley Graduate
School of Journalism

B.A. in Journalism
CSU Fresno

SOCIAL

Website
www.paigericks.com

Instagram
[@paige_ricks](https://www.instagram.com/paige_ricks)

LinkedIn
[linkedin.com/in/paigericks](https://www.linkedin.com/in/paigericks)

WORK EXPERIENCE

Paige Ricks Studios

PHOTO ART DIRECTOR

AUGUST 2017 - PRESENT

Established and manage a successful photography and design studio specializing in editorial and documentary projects for national brands and publications

Orchestrate end-to-end project management, overseeing creative direction, pre-production, production and delivery for clients including Nike, ESPN, The New York Times, NBC, Instagram, Business Insider, and Essence Magazine

Lead creative teams in conceptualizing and executing visually compelling graphics and editorial campaigns; develop and maintain a distinct artistic vision for Paige Ricks Studios, ensuring a unique and recognizable brand identity of storytelling

Deliver visual design concepts and strategies for web, e-mail and other marketing materials

Manage client communications, addressing inquiries, concerns, and feedback; develop branding mood boards and manage project budgets, optimizing resources

Coordinate a team of assistant photographers, stylists, lighting assistants, and digital technicians; provide clear direction and feedback to team members

Implement efficient systems for ordering, maintaining, and organizing photography equipment; stay abreast with emerging technologies, design tools and software updates

Manage inventory, tracking equipment usage and scheduling maintenance; purchase and setup diverse backdrops, props, and studio essentials for clients

Airbnb Luxe

PHOTO EDITOR

JUNE 2018 - JULY 2019

Integral member of an innovative team that successfully launched Airbnb Luxe, a distinguished showcase of luxury homes; created branded mood boards using Sketch and Figma templates, ensuring a cohesive and visually stunning presentation



PAIGE RICKS

PHOTO + DESIGN

HARD SKILLS

Photography
Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Print + Digital Design
Sketch + Figma
Graphic Design
HTML + CSS
Typography
Lightroom
Asana

SOFT SKILLS

Presentations
Design Solutions
Layout + Spacing
Mood + Style Guides
Grids + Composition
Color Sense + Theory
Branding + Packaging
Visual Storytelling
Creative Direction
Time Management
Project Management

Vetted and collaborated with freelance photographers and vendors, set clear objectives and provided constructive feedback to adhere to brand style guidelines

Led the oversight of photography research, utilizing a keen eye for detail, industry trends and a seamless integration of interface elements, such as buttons, icons, and text

Collaborated cross-functionally with IT and marketing departments to align photography with brand messaging to create memorable and trendsetting visual content

Betabrand

SENIOR PHOTOGRAPHER

MAY 2015 - AUGUST 2017

Spearheaded the scouting of model talent and shoot locations, ensuring a diverse and visually appealing representation of Betabrand products and campaign assets

Executed end-to-end management of photo shoots, from creating detailed shot lists and mood boards to coordinating wardrobe preparation for models

Designed and executed the most successful crowdfunded product, The Travel Dress Suit, achieving a 60% increase in sales compared to other products

Collaborated closely with design, marketing and digital product teams, contributing creative direction to optimize products' visual presentations and marketability on a wide range of projects

AWARDS + PROJECTS

Adobe Creative Panel and Portfolio Review

Among 70 graphic designers selected to attend in San Francisco (2023)

Gates Foundation Fellow, Africa Reporting Project

Researched and wrote content about women, agriculture, and farming in Sub-Saharan Africa (2011)

Self-Published Photo book

"AJON: A Beer Business" (2011) Thesis project documenting women beer brewers in Uganda

Outstanding Print Journalism Student Award

CSU Fresno, Mass Communication and Journalism Department (2009)