

# RICH GASCHO

Multidisciplinary Designer • Web Developer • Photographer

Based in Grand Rapids, MI | [richgascho.com](http://richgascho.com) | [richgascho@gmail.com](mailto:richgascho@gmail.com) | (616) 238-9335 | LinkedIn @richgascho

## SUMMARY OF WHAT I OFFER

A Creative strategist with a background in branding, graphic design, and communications—blending thoughtful visuals with functional experiences. Experienced in building cohesive brand identities, responsive websites, and compelling photography that align with business goals and tell meaningful stories. Skilled in collaborating across industries to develop visuals that are not only aesthetically strong, but strategically driven.

### CORE SKILLS

- **Brand Identity** & Visual Systems
- **Graphic Design** & Print Collateral
- **Responsive Web Design & Development** (WordPress, Elementor, Shopify)
- **Strategic Communication** & Messaging
- **UX/UI Prototyping & Wireframing**
- **Brand Photography** & Creative Direction
- **Adobe Creative Suite** (Illustrator, InDesign, Photoshop, Lightroom)
- **Elementor, Shopify, WordPress**

## PROFESSIONAL EXPERIENCE

### Northbound Studio

*Designer & Web Developer*

2021 – Present

- Led full-cycle design and development for client websites using WordPress and Elementor
- Built cohesive brand systems, extending visual identity across web and print
- Collaborated with clients to align web structure and messaging with business goals

### The Eikon Group

*Communication Specialist*

2020 – 2021

- Designed and implemented strategic brand assets across print, digital, and social
- Managed internal and external communication materials, maintaining brand consistency
- Supported project rollouts with clear visual and written storytelling

### Greater Europe Mission

*Communications Intern*

Summer 2020

- Produced cross-cultural content and design assets for global teams
- Helped unify messaging through visual consistency and brand-aligned communication

## Town of Monument

*Marketing & Communications Intern*

Summer 2020

- Created print and digital materials for local government initiatives
- Captured photography and video content to enhance community engagement

## Inno-Versity

*Design Intern*

Summer 2018

- Assisted in designing instructional visual assets for digital learning environments
- Supported senior designers with layout, typography, and brand consistency

## EDUCATION

### Master of Arts in Strategic Communication

*Liberty University*

Graduated: 2023

### Bachelor of Science in Graphic Design, Minor in Business

*Liberty University*

Graduated: 2021

## SELECTED PROJECTS

### Website

Designed and developed sites showcasing design, branding, and photography work. Built on WordPress using Elementor for full responsiveness and client-editable backend.

### Branding Systems

Created full visual identities for small businesses, including logo design, typography, color systems, and brand guides.

### E-Commerce Work

Designed and built functional WooCommerce storefronts, focused on user journey, mobile responsiveness, and brand continuity.

### Photography

Captured brand, lifestyle, and event photography to support integrated visual campaigns.

# RICH GASCHO

Multidisciplinary Designer • Web Developer • Photographer

Based in Grand Rapids, MI | [richgascho.com](http://richgascho.com) | [richgascho@gmail.com](mailto:richgascho@gmail.com) | (616) 238-9335 | LinkedIn [@richgascho](#)