

RICHARD BRAFFORD

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Freelancer

Experienced designer and carpenter with a background in computer technology and Visual merchandising. Demonstrated success in fostering team communication and consistently surpassing customer expectations. Extensive experience with diverse clients and associates.

Attention to Detail	Organization Skill	Web Design	Construction
Customer Service	Marketing	Management/Supervision	Computer Maintenance

Professional Experience

- **Communication Skills:** An effective coworker, communicating in team dynamics, strong relationships with staff and clients, and ensuring customer satisfaction. Handled projects efficiently and on a timely basis, meeting all scheduled deadlines.
- **Visual merchandising:** Served as a visual merchandiser, focusing on a marketing strategy that combined the art and science of product presentation to showcase features and brand identities. Created adept displays, utilizing appropriate lighting, color schemes, and props to engage customers and inspire their purchases.
- **Collaborated with Freelancers:** Successfully collaborated with freelance designers known for their keen attention to detail, effectively analyzing how visual design shapes consumer perception to purchase products—built props, sets, and backdrops that prominently showcased new merchandise for home fashion consumer goods. Contributed to advertising photoshoots, organizing catalogs, and enhancing website presentations to elevate the brand image.
- **Desktop Skills:** Adobe Photoshop, Illustrator, Responsive Web Design, Computer Maintenance & Setting Up: Printers, LED Monitors, Desktops, Laptops, Software & Security updates.
- **Carpenter Tools:** Table Saw, Miter Saw, Hand Saw, Power Drills

Work History

Riverstone Senior Services New York, NY Computer Maintenance	2018-2024
TCCIT Solutions New York, NY IT Help Desk Technician	2009-2017
West Point Home New York, NY Visual Merchandiser/Photo Assistant/Display Carpenter	1990-2009

Education & Professional Development

Bachelor of Arts: *San Francisco Art Institute | San Francisco, CA*

AAS degree in Computer Graphics: *The New School | New York, NY*

Qualifying Certificate in Food Protection: *NYC Health, 19-17803, date issued: 09/19*