

Richard Thach

Graphic Designer & Photographer

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Experience

•Sinchi Studio (2014-Present)

Freelance Photography

- Developed & coordinated photo shoots for expressionistic dance events
- Extensive experience shooting for clothing brands, musical artists, parties, events within the New Jersey and Philadelphia for 9+ years
- Would communicate the needs of what they wanted photographed.
- Day of the shoot I would go 1 hour early to get some ideas before the event starts, or prepare for any in-studio shoot needs such as lighting, props, attire, and having all camera equipment.
- Proficient in shooting for real estate, motion photography, and especially Portraits
- Have good client relations and communicate with them by being friendly and making them feel comfortable during shoot.
- Proficient with Creative Problem Solving if something happens during a shoot. Ex: If they don't know how to pose, I would direct them and suggest details like, lips slightly open or tilting head position, hand positions, relaxing their eyes and so on.

Clientele:

- Redbull BC One Philadelphia Cypher
 - Day prior to the event, I was invited to photograph the Redbull Allstars to photograph them during their US tour. Seeing videos of their competition, it helped me in directing them to pose their signature break moves for us to capture. The day of Cypher event had great energy from the dancers showing the Philly style with the Allstars judging.
<https://richardthach.com/redbull-bc-one>
- Philadelphia Fashion Week 2019
 - Photographed backstage of models at Philadelphia fashion week 2019. Everything was in fast pace, designers needing to prepare their models for the runway and adjusting any part of the clothing design. I directed the models for a photo before they walked out on the runway. They were all nervous to walk out but they still did their job keeping their composure.
- Silverback Open Bboy Event
 - An international bboy event. Was hired to photograph the 2 day competition. Was able to take dancers to the side and photoshoot them while the event is running during breaks.
 - <https://richardthach.com/silverback-open>
- Krack Brand
 - Romanian clothing brand looking for Break Dance ambassadors. Bboy Buggy who is originally from Romania, now based in Philly was asked to be one. Was asked to photograph photos for the clothing brand. We worked together in getting shots with their apparel while incorporating break moves.
<https://richardthach.com/krack-brand>
- Paratodo
 - A philly clothing store. In need of photos for their newest clothing drop. Connected with people at paratodo to model, and we went out shooting the product. Location: Longwood Garden
<https://richardthach.com/paratodo>
- Perfume Genius

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- Was requested to photograph and record behind the scenes for a music video concept for Music artist Perfume Genius.
<https://richardthach.com/without-you-bts>
- Myles Cream
 - For his debut, Myles released his first EP, “GRILLO”, and I was given the opportunity to shoot for this music artist rapper from Pennsauken, New Jersey. Was given the choice of choosing one of his songs and thinking of a concept of my interpretation of it.
<https://richardthach.com/grillo>
- 823
 - A Photo community/clothing brand. Photographed one of their tees upon their release for it. Styling and location selected by me.
<https://richardthach.com/machelle-823>
- Wedding events
- Real Estate companies

Freelance Graphic Design

- Developed and produced flyers for local break dancing events within the Philadelphia and New Jersey area.
- Created brand logos for clients. Rebranded each client 's logo towards a contemporary, modern aesthetic.
- Would communicate with clients either in person or video call in discussion of their concept or needs.
- I would give clients ideas and drafts of my process, that includes: sketches, color choices, fonts, layout etc. all implemented in a slideshow. Having examples in a slideshow helps clients understand the process of the design in an organized fashion. Continuously update clients for feedback and if needed for any changes. Until design is approved, I would create a final slideshow of design implemented into their company, apparel, and in documents.

Clientele:

- EgoPo Classic Theater
 - Client met us in person in discussion of their company. They wanted their logo to be more modern because they stated that their current one was outdated. Since it was a theater, I tried to give it a retro approach while still having a modern take to it. Used a bold type font and outlined them with repeated lines, as a reference to soul train.
<https://richardthach.com/egopo-logo-design>
 - <https://richardthach.com/egopo-logo-design>
- RCAAS
 - Client met us in person in discussion of their company, what they would want from their new logo and how it would be implemented as a brand. I gave clients my process: showing sketches, coloring, font options, implemented into the company surroundings, apparel, etc. during presentation.
<https://richardthach.com/rcaa-logo-design>
- Red Lotus Homes

• Visual, Media, and Performing Arts (VMPA) at Rutgers University-Camden (2018-2020)

- Marketing Intern: Photographer and Graphic Designer
- Curated the visual process (Pre-production, setting, filming, edit assisting) for VMPA website.
 - <https://vmpa.camden.rutgers.edu/>

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- https://www.youtube.com/watch?v=J3pRLnA95ok&ab_channel=RutgersCamdenVMPA
- Created and published visual content for Social Media platforms (Facebook, Instagram, Twitter) and designed event flyers.

Software Skills and Expertise

- Within Microsoft Office, I am capable of using Microsoft Word, Excel, and PowerPoint.
- Photography I have been doing for 10+ years now and am capable of shooting with both digital and analog film.
- Have knowledge with studio lighting, motion photography, portraits, and directing the client if needed.
- Creative Problem Solving: can analyze a situation and find a resolution to quickly solve the problem.
 - Ex: converting a complex problem to a simpler analogy
 - Serendipity
 - Brainstorming
 - Thought experiment
 - Preserving ambiguity
- Build up from working with customers for 10+ years.
- Proficient with Adobe Creative Cloud softwares:
 - Adobe Photoshop
 - Adobe Premiere Pro
 - Adobe InDesign
 - Adobe Illustrator
 - Adobe Lightroom
 - Adobe After Effects

Education

- **Rutgers University-Camden (2018-2020)**
Bachelor of Arts in Graphic Design, Minor in Digital Studies
- **Rowan at Burlington County (2015-2017)**
Associates in Arts

Activities & Projects

- **Break the Flava (2020)**
 - This experiment was a mockup of a breaking competition called "Break the Flava". I have created a poster series featuring 3 bboy judges, 2 DJ's and one master of ceremony, (MC). My inspiration for these posters was based on the style of graphic designer Paula Scher. Each poster was given their own color and suited design, photographs were taken by me. Along with advertising the event, I've created a visual for the competition. The video showcases all the information of the event while showing footage of the judges breaking. From breaking crew "Retro Flow" and "Cypher Syndicate". Incorporated using Adobe Photoshop, Illustrator, InDesign, and Premiere Pro. <https://richardthach.com/break-the-flava>

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- **Potential: Modular Type (2020)**
 - Potential is a sharp and bold modular typeface that was created from a grid composed of squares, triangles and half circles and the result created an impactful typeface that can be used for headers and titles. Incorporated using Adobe Illustrator and Photoshop.
<https://richardthach.com/potential-modular-type>
- **Gallivant: Photobook (2020)**
 - In this experiment, it incorporated the aspect of photography. Gallivant, a means to go around from one place to another in the pursuit of pleasure or entertainment. A word given by a song lyric, the concept focuses on the idea of photography being exciting. Using articles as resources for text from Medium.com, I was able to get articles that help teach people about photography. Using photos that I took, I'm able to connect the photos to the topic of the article. The articles either talk about how to start, working with clients, different styles of shooting, and more. Incorporated using Adobe InDesign
<https://richardthach.com/gallivant>
- **AIGA Philadelphia (2019-2020)**
 - Member
- **FLIPS:Filipino League of Innovative Pinoy Students (2018-2020)**
 - Member
- **AIGA Student Group at Rutgers University-Camden (2020)**
 - Treasurer
- **District 5 Mr. D5 Event (2020)**
 - 'The Good, The Bad, and The Ugly', Volunteer
- **Dean's List (2020)**
 - GPA: 3.5