



RICHARD A. HOOPER

Partner/Creative Director

- **20+ years of international design experience**
- **Over 100 national design awards**
- **Groundbreaking, multi-million dollar, web design/development initiatives**
- **Extraordinary project management and client relations skills**
- **Owner of highly successful design firm for 8 years**

Over the past 22 years, Richard has lent his outstanding creative talents to a wide range of communications areas — and a long list of clients across North America and Europe. Those clients represent a rich mix of Fortune 500, Royal Charter businesses, government agencies, and other organizations and institutions with significant marketing and communications needs.

His successes include numerous award-winning design and image-building solutions that attest to his strengths in brand strategy, development and implementation. His experience in both European and North American companies has broadened his knowledge of design, making it truly international in scope. Two of the most prestigious associations in the world, American Design & Advertising, and Graphic Design USA, have recognized his work for excellence in design more than 100 times. Graphic Design USA also identified him as one of their top five most recognized designers in 2007. This trend continues today with his creative leadership at Third Planet which has been similarly recognized in 2008, 2009, and 2010.

As a highly skilled manager, Richard has brought together diverse teams of up to 15 people to take complex projects from concept to completion. His in-depth knowledge of both print and internet businesses assures clients that their projects will be skillfully and thoughtfully executed. He is also adept at project consultation and facilitation, and serves as Third Planet's primary creative contact with clients.

Prior to co-founding Third Planet Global Creative, Richard was Owner and Creative Director of Reinnov8 Design Group for 8 years. In this role, he implemented innovative design strategies and processes to deliver unique design solutions. Reinnov8 clients included Children's Hospital, Carnegie Mellon University, Sewickley Academy, Federated Investors, Chromalox and Vocollect.

Richard was a former Design Principal and Manager of Experience Design for ZEFER Pittsburgh, an internet consulting and development firm. His role was to manage client engagements, leading large teams of specialists in web architecture, cognitive experience, brand integration, design and technical development. Capitalizing on the team approach, he guided several state-of-the-art web initiatives for clients such as Heinz, Freemarkets, and Verisign.

Prior to his tenure at ZEFER, Richard held senior creative positions at several very well known Pittsburgh based design, consulting and communications firms. His responsibilities ranged from hands-on creative to project management, client relations, and new business development. He has also trained and mentored sales teams in presentation and facilitation skills, and developed a high level of expertise in advanced design technologies and software.