

## **RICHARD KROLL**

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### CAREER SUMMARY

Supporting communications professionals as a creative resource  
with timely, accurate and inspiring informational and visual research

### PROFESSIONAL EXPERIENCE

- |              |   |
|--------------|---|
| 1978-PRESENT | <p><b>RICHARD KROLL RESEARCH</b><br/>Independent Research Consultant</p> <ul style="list-style-type: none"><li>• Provide informational and visual research for clients in graphic design, film, exhibition design, interactive media, book publishing, and advertising, including Imaginary Forces, Landor, Interbrand, Lippincott, The Brand Union, LPK, Yu + Co, Siegel + Gale, Shilo, Prologue Films, BRC Imagination Arts, Blind, Heller Communication Design, Shine, Methodologie, Digital Kitchen, Universal Pictures, CoreBrand, Picture Mill, Wolff Olins, and DreamWorks</li><li>• Services include: content research and analysis, treatment preparation, naming, graphics, artifact and video research and procurement, rights and clearances, photo shoot production, and trademark research</li></ul>  |
| 1985-2002    | <p><b>SIEGEL + GALE (NY)</b></p> <p>Director of Information Services<br/>Senior Creative Researcher and Art Buyer</p> <ul style="list-style-type: none"><li>• Provided all informational and graphic research for a leading global strategic brand and internet consulting firm</li><li>• Supervised staff of two information specialists</li><li>• Supported new business presentations and marketing development with competitive industry analysis</li><li>• Conducted trademark searches for identity design and naming assignments for companies, products and services</li><li>• Built and maintained 10,000-volume internal corporate communications library and resource center</li><li>• Expertise in online database searching</li><li>• Selected and commissioned photographers and illustrators for assignments, and negotiated all contracts and releases for design, advertising and video projects</li></ul> |

1980-1985	CARLOS RAMIREZ & ALBERT H. WOODS INC (NY) Research Director
	<ul style="list-style-type: none"> <li>• Supplied all informational and visual research for leading exhibition design firm</li> <li>• Responsible for film research and procurement for all video productions and interactive media projects</li> <li>• Provided all graphic and artifact research and procurement for many major corporate and museum exhibitions, including the United States Exhibition at Expo '82 and EPCOT</li> <li>• Supported new business presentations and proposals with informational research</li> </ul>
1979-1980	OFFICE OF RICHARD SAUL WURMAN (Los Angeles) Researcher
	<ul style="list-style-type: none"> <li>• Responsible for informational and visual research for design of Los Angeles Bicentennial Exhibition and companion <i>LA Access</i> guidebook</li> <li>• Created historical timelines and wrote exhibit copy</li> <li>• Researched photographs and negotiated usage rights</li> </ul>
1978-1979	OFFICE OF CHARLES AND RAY EAMES (Los Angeles) Researcher
	<ul style="list-style-type: none"> <li>• Contributed informational and visual research for IBM exhibition on the history of inventions</li> <li>• Researched pictures and negotiated usage rights</li> <li>• Provided content research and concept development</li> <li>• Wrote exhibit copy and film script and created timeline</li> </ul>
EDUCATION	University of California at Los Angeles
MEMBERSHIP	American Society of Picture Professionals Association of Independent Information Professionals American Institute of Graphic Arts
BOOKS	<p><i>Corporate Voice: A New Approach to Communications in the 1990s.</i></p> <ul style="list-style-type: none"> <li>• content and picture research</li> </ul> <p><i>The Wall Street Journal Guide to Understanding Money and Markets</i></p> <ul style="list-style-type: none"> <li>• content and picture research</li> </ul> <p><i>American Dreams: One Hundred Years of Business Ideas &amp; Innovation</i></p> <ul style="list-style-type: none"> <li>• content and picture research</li> </ul> <p><i>And Now a Few Laughs from Our Sponsor</i></p> <ul style="list-style-type: none"> <li>• content research</li> </ul> <p>National Geographic School Publishing</p> <ul style="list-style-type: none"> <li>• picture research for science book series</li> </ul>

FILM/TV

*The 79<sup>th</sup> Academy Awards*

- Ennio Morricone and In Memoriam sequences

*The 81<sup>st</sup> Academy Awards*

- Movie Dreams That Became Reality sequence

Accenture

- brand film

*Across the Universe*

- feature film effects sequences

*Argo*

- feature film opening title

Bayer

- brand film

*Blades of Glory*

- feature film

BMW

- documentary film

Caterpillar

- corporate television commercials

Cellular South

- corporate television commercials

*Dawn of the Dead*

- feature film opening title

Dow

- corporate film

Engelhard

- corporate film

*ESPN 2010 FIFA World Cup*

- television series opening title

*Eurotrip*

- feature film montage sequences

HNTB

- corporate film

IBM

- corporate film

*The Incredible Hulk*

- feature film opening title

*The Kingdom*

- feature film and opening title

Lehman Brothers  
• corporate film

Eli Lilly  
• corporate film

*Los Trafficantes*  
• feature film

Mazda  
• television commercial

MF Global  
• corporate television commercials

*The New World*  
• feature film opening title

*The Painted Veil*  
• feature film opening title

*Prom*  
• feature film opening title

*The Rundown*  
• feature film effects sequence

State Farm Insurance  
• brand film

Stella Artois  
• brand film

*Superman Returns*  
• feature film opening title

*Tarzan*  
• television series opening title

*True Blood*  
• television series opening title

United Healthcare  
• brand film

*Wimbledon*  
• feature film opening title