

Curriculum Vitae Template

Randal Presson
5001 N. MacArthur
Irving, Texas 75038
214 577 2786
rpresson@pressondesign.com

Education

Texas A&M Commerce, Dallas, TX
Currently enrolled in the MFA Program in Visual Communications

Southern Illinois University, Carbondale, IL
BA in Graphic Communications

School of Technical Careers, Carterville, IL
Associates in Design Communications

Teaching Experience

Collin College, Plano, TX – 2007 - Present

Adjunct Instructor

Adobe Illustrator I

Adobe Illustrator II

Introduction to Computer Graphics

Beginning Graphic Design

2D Animation

Digital Imaging

Developed course syllabus, class lectures, overall structure, supervised lab participation and administered all grades.

Eastfield College, Mesquite, TX – 2010 – Present

Adjunct Instructor

Adobe Illustrator I

Adobe Illustrator II

Introduction to Computer Graphics

2D Animation

Developed course syllabus, class lectures, overall structure, supervised lab participation and administered all grades.

Professional Experience

Presson Design Associates, Dallas, TX – 2007 - Present

Owner and Creative Director

As creative director, established conceptual and visual direction on high-profile projects for Nextel, PepsiCo, Haggard Clothing Company, Baylor University, Baylor Law School, TXU Energy, Trammell Crow Company, Belo Corporation, Atmos Energy as well as others. Also, responsible for the management of the creative staff and fostering new levels of creativity through

innovative thinking. Worked directly with clients, vendors, and industry partners on assignments ranging from conceptual development and strategizing creative directions to harvesting partnerships with new clients.

ECCO Design & Communications, LLC, Dallas, TX – 1996 - 2007

Managing Partner and Executive Creative Director

As creative director, established conceptual and visual direction on high-profile projects for Nextel, PepsiCo, Haggar Clothing Company, Baylor University, Baylor Law School, TXU Energy, Trammell Crow Company, Belo Corporation, Atmos Energy as well as others. Also, responsible for the management of the creative staff and fostering new levels of creativity through innovative thinking. Worked directly with clients, vendors, and industry partners on assignments ranging from conceptual development and strategizing creative directions to harvesting partnerships with new clients.

Presson Design Group – 1988 – 1996

Owner and Creative Director

Provided marketing design services and creative support for a variety of customers including Haggar Clothing Company, AmericanAirlines, TXU Energy, Trammell Crow Company among others. Directed all projects from estimating and budgeting to concept development as well as production and distribution.

Avrea/Pugliese Advertising – 1982 – 1988

Associate Creative Director

Played a key role in growing this advertising agency by developing their capabilities as a premier creative resource. Established robust changes in their approach to design and concept development. Introduced changes to their estimating and bidding processes that resulted in a 17% increase in their margins. Also, led a design team that produced a variety of projects and programs for this company's expanding client base.

Awards and Accolades

Work has been recognized in most all of the major national creative publication including the *New York Art Directors Annual*, *Communication Arts Design Annual* and the *New York Type Directors Design Annual*. Work has also been recognized in all of the major Texas design competitions including the Dallas Ad League's annual design competition, the Houston Art Directors' annual show as well as the Dallas Society of Visual Communication's annual design competition.