



Resumé/Bio

BILL CARSON *Design, Inc.*
4404 ENCLAVE COVE
AUSTIN, TEXAS 78731
512.371.1150

Bill Carson

Education

1973-1977 Auburn University, Auburn, Alabama
BFA, With Honors, 1977

Work Experience

- 1977-1979 Loucks Atelier, Houston
Entry level position, production artist, junior designer; worked with owner on design projects as well as learning camera and other production processes; went on photo shoots and press checks.
Clients included: Houston National Bank, James Avery Jewelry, The Fairmont Hotel
- 1979-1991 Lowell Williams Design, Houston
Senior designer/Partner; worked on all studio projects from concept to finished production; hired junior designers and managed the studio of 6 designers on a day to day basis; worked with photographers, illustrators and printers in all aspects of design and production; became a principal in the firm in 1987.
Clients included: Hermann Hospital, Brown & Root, Gerald Hines Interests, Museum of Fine Arts, Houston, Conoco, Prime Cable, Morse Diesel International, Southwestern Bell
- 1991-1992 Pentagram Design, San Francisco
Became an Associate Partner with firm and moved to SF with Lowell Williams as my senior Partner; worked on a team, managing all aspects of the team's jobs with Lowell, administrative assistant and two junior designers; designed and produced projects for the team and on my own as an Associate Partner; worked to integrate computers and other tech equipment into the office of 28 people.
Clients included: Coca-Cola Company, Williams Sonoma, Visa International, Duty Free Shops, Tenneco, San Francisco Opera
- 1992-1993 Hal Riney & Partners, San Francisco
Became a principal in the design group of Riney; worked with in-house writers and other designers on agency jobs as well as jobs within the design group; worked with agency art directors on major advertising campaigns; on agency design projects, acted as the principal contact, account manager, designer and overall project manager.
Clients included: Saturn/GM, Crystal Geyser Water Company, Trimble Navigation, NPR, Wynn Resorts, Birkenstocks
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Resume/Bio continued

- 1993-1998 Pentagram Design, Austin
Moved to Austin with Lowell Williams to establish the Pentagram Austin office. Managed a team of 8 people; worked on all aspects of each job from concept through finished production; included, design, writing, photo art direction, presentations, finished digital files, print coordination/supervision, accounting, invoicing and overall project management. Clients included: UPS, Coca-Cola Company, Tenneco, Williams Sonoma, Taco Bueno, USAA, NBA/San Antonio Spurs, Dell Computer, Rice University
- 1998-Present Bill Carson Design, Inc., Austin
Working as basically a one man shop, producing a wide variety of projects and clients; including branding, packaging, signage, editorial design, direct mail, promotional, and web related projects; including clients - State of Texas agencies, University of Texas, several magazines, technology companies, restaurants, school systems, etc. Clients include: Texas Department of Agriculture, Texas Comptroller of Public Accounts, USAA, Signature Science, Tivoli, Pervasive Software, The University of Texas, Texas Economic Development Council, Mountain Sun Organic Juices, Austin Children's Shelter, RenewData, Summit Stoneworks, Oxford Commercial Real Estate, Dell Computer
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Web site www.bcdtexas.com
Good cross-section of what I like to do and do best.
