

ALAN PEARSALL

ART DIRECTOR/GRAPHIC DESIGNER/ILLUSTRATOR

Creative leadership, project management, graphic design and illustration

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Hello, I'm Alan Pearsall: A seasoned Art Director, Graphic Designer and Illustrator excited to tackle new projects and creative challenges. A life long artist with a passion for great design and illustration with a hands-on, call-it-like-it is approach, I've been operating my own art and design studio for 16 years. I'm an enthusiastic leader who communicates, teaches, listens and values a team effort. A project manager on large-scale public artworks and complicated design projects who loves his work and relishes a creative challenge, I've dedicated my life to making unique and powerful artwork and design.... Creating things for me is a way of life.



OWNER, ART DIRECTOR, GRAPHIC DESIGNER & PRINCIPAL ARTIST

ALAN PEARSALL ART & DESIGN

Columbia, SC - Boston, MA - Los Angeles, CA
January 1999-Present

PORTFOLIO: www.apearsall.com

LINKEDIN: www.linkedin.com/alan-pearsall

Since 1999, I've owned and operated Alan Pearsall Art & Design, a studio specializing in graphic design services and large scale artwork. As owner and creative lead, I oversee every aspect of the business, and have art directed or project managed every project in our portfolio. I have personally designed hundreds of product packages, identities, pieces marketing collateral and digital assets. As principal artist I have designed and created many large-scale murals and custom artwork projects.

• CREATIVE OPERATIONS

Handled all marketing and client acquisition, project management, colleague and vendor relationships, staff hiring and studio maintenance.

• ART DIRECTOR

Art direct and design top level, effective design for City and State Agencies, Fortune 500s, Design firms, Companies of note, small start ups and beyond.

• ARTIST/ILLUSTRATOR

Created original, high-end illustration in both traditional media and state of the art digital media. Designed, created and planned large-scale murals and custom artwork projects for fortune 500s, Interior Design Firms, City and State Agencies, Businesses, Schools, Hotels and private residences.

• CLIENT PITCH AND MANAGEMENT

Create proposals, budgets and present work. Manage client expectations and deliverables. Established long term relationships with client thanks to the quality of design work and our easy style and dependable nature. Worked with city agencies and community leaders to involve public and promote murals.

• AUTHOR/LECTURER/TEACHER

Taught a variety of studio art classes over the years with students of all ages. Often spoke before community groups and schools regarding my mural work. Lectured on my murals and New England History. Wrote and Illustrated the book, '*American Town*'; a History of Ipswich, MA. Published in 2009.

WHAT I'VE LEARNED: Every project builds on the next one, reputation is everything and a happy client is the best promotion. Listen and be patient and keep your sense of humor always. Go with the flow if the flow don't go. Doing what you love is where it's at.

• SELECT CLIENTS

[Belmont Hill School](#)
[Bristol Middle School](#)
[BWI Four Points Hotel](#)
[Farmington Brewery](#)
[Capitol City Club](#)
[City of Gainesville, FL](#)
[City of Danvers, MA](#)
[City of Ipswich, MA](#)
[City of Haverhill, MA](#)
[Clown Shoes Brewery](#)
[CVB, Columbia](#)
[Concept Art](#)
[EBSCO Publishing](#)
[Gillette Company](#)
[GMK Associates](#)
[Google Boston](#)
[J. Brice Design](#)
[HVS Compass](#)
[Hilton Garden Inn, SC](#)
[Homewood Suites, NYC](#)
[Mercury Brewing C](#)
[North Shore Animal League](#)
[Post No Bills](#)
[Sisco Brewery](#)
[State of New Hampshire](#)
[Thomas Creek Brewery](#)
[Turner Construction](#)
[Visnick And Caulfield](#)

POST NO BILLS

CREATIVE DIRECTOR • GRAPHIC DESIGNER COLUMBIA OFFICE

POST NO BILLS

Columbia, SC and Charleston, SC
JANUARY 2014-2015

PORTFOLIO: www.postnobills.com



ART DIRECTOR • GRAPHIC DESIGNER

IPSWICH ALE BREWERY

Columbia, SC and Charleston, SC
JANUARY 1999-2015

www.ipswichalebrewery.com

As acting Creative Director for graphic design & marketing agency I was responsible for the direction of design and for Clients like the SC State Fair, CVB, ESPN and Paramount Pictures. Responsible for running the Columbia office and directed designers at both offices.

• ART DIRECTOR

Provided art direction and design from concept to completion. Managed multiple deadlines client contact and attended client meetings.

• GRAPHIC DESIGNER

Principal graphic designer on many pieces for brand identity, merchandising, advertising, large scale graphics, billboards, website design and agency promotion.

• CLIENT PITCH AND MANAGEMENT

Create proposals, present work. Manage client expectations and deliverables. Established long term relationships with client thanks to the quality of design work and our easy style and dependable nature.

WHAT I'VE LEARNED: Great Graphic Design is alive and well in the South. How not to treat employees. The importance of leadership and common sense. Even in a difficult situation solutions can be found. A dog in the studio is good for morale. South Carolina is hotter than heck.

Ipswich Ale Brewery started out as one of my earliest and valued clients, then I joined the staff as an employee five years ago. I provide an off-site art department for the design and art production of packaging, p.o.p., advertising, website design and promotion of Ipswich Ale Brewery's Ale and Soda products. Responsible for the Brewery's brand identity and promotional graphics.

• ART DIRECTOR

Provided art direction and design from concept to completion. Managed multiple deadlines vendor contact and attended marketing meetings.

• GRAPHIC DESIGNER

Principal graphic designer on many pieces for logo design, marketing, packaging, advertising, large scale graphics, delivery truck graphics, website design and brand identity.

WHAT I'VE LEARNED: Trust and loyalty is something you build and is to be treasured. Having a client who gives you beer on occasion is not a bad thing! Living by the ocean is good.

• SELECT CLIENTS

[Brick House Restaurant](#)
[Blackstock Music Festival](#)
[Capitol City Club](#)
[City of Columbia](#)
[CVB, Columbia](#)
[GMK Associates](#)
[ESPN](#)
[Kennedy Center](#)
[MLK Memorial Foundation](#)
[South Carolina State Fair](#)
[2 Fat 2 Fly](#)
[5 Points](#)
[650 Lincoln](#)



DESIGN MANAGER, DESIGNER AND ART DIRECTOR
CHESAPEAKE DISPLAY AND PACKAGING
Los Angeles, CA (Glendale office)
1998-1999

As Director of Design Staff I was responsible for creating point of purchase (P.O.P.) Merchandising solutions. Contributing member to the graphic design team and structural design staff. Focused on three dimensional movie posters for the motion picture industry.

• ART DIRECTOR

Provided art direction and design leadership from concept to completion on point of purchase projects and packaging projects for leading companies. Managed multiple deadlines, client contacts and attended client and sales meetings.

• DEPARTMENT MANAGER

Managed 14 member staff of designers and structural design staff, department budget and outside vendors liaison. In charge of staffing a robust design department and internship program. Managed graphic assets, model making studio and software.

• GRAPHIC DESIGNER

Graphic designer on many pieces for concept pitches to final artwork for point of purchase three dimensional posters.

• CLIENT PITCH AND MANAGEMENT

Created proposals, responsible for presenting concepts and all client liaisons.. Established long term relationships with client thanks to the quality of design work and our easy style and dependable nature.

WHAT I'VE LEARNED: The team reflects the director's attitude. The character of the team can make or break you. Your work speaks for itself but it doesn't hurt to pitch it with enthusiasm.



LEAD GRAPHIC DESIGNER
THE GILLETTE COMPANY
Boston, MA
1992-1998

I cut my teeth at Gillette. The corporate experience was a great way to learn my chops. Responsible for the design and art production of the worldwide packaging of Gillette's shaving products.

• LEAD DESIGNER

Provided brand management and design from concept to completion. Managed multiple deadlines and attended marketing meetings. Created design standards for in-house design staff. Involved in screening staff for hire.

• GRAPHIC DESIGNER

Principal graphic designer on many pieces for logo design, marketing, packaging and marketing pieces for Gillette. Worked closely with our foreign markets to standardize graphics and brand identity worldwide for primary, secondary & promotional packaging.

WHAT I'VE LEARNED: Don't forget someone gave you a shot when you were young and inexperienced. Accuracy in design is essential. Mistakes cost money. Respectfully speak your mind when it counts.

• SELECT CLIENTS

Columbia Pictures
Disney
MGM
Nabisco
Nestlé
Neutrogena
Nickalodeon
Touchstone Pictures
Paramount Pictures
Pixar
Sony Pictures
United Artists
Universal Pictures
Warner Brothers
20th Century Fox

• SELECT BRANDS

Gillette Marc II
Gillette Sensor
Gillette Custom Plus
Gillette Atra
Gillette Daisy
Braun
Paper Mate
Oral B
Right Guard
Secret

To me the path of learning never ends. I'm constantly pushing technology and trying an new method to improve my art. Each new experience prepares you for the next. It's true, I learned most of my chops on the streets but below you'll find my formal education.

- EDUCATION

PRATT INSTITUTE OF ART, BROOKLYN, NY - BFA - '86 -'89

MASS COLLEGE OF ART, BOSTON, MA. - '85 - '86

- OTHER SKILLS

Teacher of Studio Art, Lecturer On Art And New England History,

Computer Skills: Photo Shop, Illustrator, In-design, Dreamweaver, HTML,

Adobe Cc, Final Cut Pro, Word, Cad, Power Point And Always Learning

The Latest Industry Software. Skilled model maker and display creator.

Proven Illustrator and artist. Trained cook, swing dancer and boxer.

NOTABLE ACHIEVEMENTS

PUBLISHED AUTHOR

COPYWRITER/SCREENWRITER

ART & HISTORY LECTURER

DV DIRECTOR/EDITOR

RENOWNED MURALIST

ART INSTRUCTOR

One Last Thing

I approach each project with a passionate, creative energy and I do not miss deadlines, even when I'm juggling projects.

My work speaks for itself, see www.apearsall.com for my portfolio. I'm looking for a position where my contributions will foster a positive influence on the greater good and be a creative challenge that utilizes my talents.

Thank you for your consideration.

PUBLICATIONS

American Town, 2009, a coffee-table-style illustrated book on the history of Ipswich, MA, commissioned by EBSCO Publishing. Written and illustrated by the artist

COMMISSIONS

Hill School Murals, 2015, Revere, MA, 10 collage murals of varying sizes (200sq.ft.), digital mixed media, in progress.

New York Murals, 2013, four wall murals (960sq.ft.), New York, NY, digital mixed media, Commissioned By HVS Compass

Bristol School Murals, 2012, 22 collage murals of varying sizes (650sq.ft.), one set shown here with a detail, Bristol, CON, mixed media, 12'x 6', Concept Art Services

Ipswich/Topsfield Portfolio, 2011, 8 large-scale paintings, commissioned By EBSCO Publishing, Ipswich, and Topsfield, MA

Rosa Parks Mural Project, 2009, 480sqft, 12 murals depicting the life of Rosa Parks, commissioned by the City of Gainesville, Gainesville, FL

New Hampshire Department of Revenue Lobby Mural, 2009, 285 sq.ft., Commissioned by the State of NH, Concord, NH

Haverhill Mural Project Part 2, Fall 2008, four 7'x3' panels and one 10'x10' mural depicting historical images of Haverhill commissioned by the City of Haverhill, Riverfront Park Gateway pedestrian alley, Haverhill, MA

Google-Fenway Mural, Google Headquarters, 7'x18', 2008, commissioned by Visnick & Caulfield, Cambridge, MA

Haverhill Mural Project, 2007, six 7'x3' panels depicting historical images of Haverhill commissioned by the City of Haverhill, Riverfront Park Gateway pedestrian alley, Haverhill, MA

Ipswich Portfolio, 2007, Paintings of historic Ipswich images, commissioned By EBSCO Publishing, located in several buildings on the EBSCO campus, Ipswich, MA

History Of Ipswich Mural, 2005-2007, **2,700 sq.ft.**, acrylic on brick, commissioned by EBSCO Publishing, EBSCO Mill Building Ipswich, MA

Transportation Mural, 2005, 12'x 6', acrylic on canvas, commissioned by HVS Compass for the Four Points Hotel Lobby, Baltimore, MD

Belmont Hill School Mural, 2003, Belmont Hill Athletic Building, acrylic, 20' X 22', commissioned by Belmont Hill School, Belmont, MA

Dog Track Mural, 2002, Raynham Dog Track Lobby Mural, acrylic on canvas, commissioned by J/Brice Design, 63' X 9', Raynham, MA

Turner Construction Lobby Mural, 2002, World Trade Center East Building, commissioned by Visnick & Caulfield, acrylic, 34' 8', Boston, MA

EXHIBITIONS

"Art Under The Dome", selected by Commonwealth of Massachusetts for event. The goals of which are to foster a dialog across artistic disciplines and to assess and address overlapping concerns and needs of the artist community of Massachusetts. Artist will meet their State representatives.

"Boston Art Festival", jury selected artist for festival supported by the Mayor's office, Sept.. 8 2007 - Sept.. 9 2007

"Thomas Hart Benton Festival", Washington Carver Mural Sketch, Longwell Museum, Campus of Crowder College Neosho, MU. April 13 -21

"In Our Towns," Show for the Merrimack Valley inaugural reception for the incoming Governor Deval Patrick, and Lt. Governor Tim Murray. A juried show Highlighting the Best Artists on the North Shore, at Merrimack College, Andover MA, January 5, 2007.

"The Working Artist Exhibition," Laura Coombs Hills Gallery, The Newburyport Art Association, Newburyport, MA. February 22, 2007

BIBLIOGRAPHY

The Arts in Haverhill, Merrimack Valley Magazine, regarding my Haverhill Murals, April 2013

Kate Harper, **Spotlight on the Arts**, Merrimack Valley Magazine, regarding my Haverhill Murals, September/ October 2008

Paul Simpson, **"Illuminating History- Alan Pearsall"**, North Shore Living Magazine, regarding the EBSCO Mural, volume 4 No. 2, Fall 2007

Mike LaBella, **"Take a Look Back—and Ahead"**, The Eagle Tribune, Lawrence, MA, September 24, 2007

AM 1490 WCCM, **interview on "The Buzz with Bruce Arnold,"** about Ebsco Mural and upcoming mural work in Haverhill. January 24, 2007

Interviewed for Documentary **"Let's Visit Ipswich,"** regarding the Ipswich History Mural by Pixie Video Productions. The video is sold retail and has aired on local television "Let's Visit Show", Fall 2007

Mike LaBella, **"Brush with Past,"** The Eagle Tribune, Lawrence, MA, January 17, 2007

Dave Rattigan, **"Local Color Dabbed into Mural,"** The Boston Globe, Boston, MA., January 14, 2007

Christina Torode, **"Art on the Job,"** The Newburyport Daily News, Newburyport, MA, February 28,