

Andy Pressman

Design Leadership for
Product and Brand

(917) 703-3123

andy.pressman@gmail.com

15 years experience building creative cultures and product-driven experiences. Guides clients and in-house teams to adapt and build for sustainable growth. Develops and drives strategic initiatives across all platforms.

Proven bridge between executive and creative. Integrates business, brand, and product strategy into holistic vision with clear "next steps." Sells directions to stakeholders, team members, and external partners.

Caring leadership of high-performing design culture. Guides distributed participants with non-overlapping specializations in the production of exceptional work. Known for managing no-ego teams built on collaboration, critique, and respect. Knack for identifying and nurturing diverse young talent. Sought-after mentor and career growth advocate.

Upstatement

Creative Director, 2021–2022

Creative Director at Upstatement, a digital design studio. Led distributed teams of researchers, designers, animators, writers, and engineers on digital-first brand systems for tech and media companies. Defined culture of "brand through digital" for newly-created Brand practice area, and codified approach for sales, projects, and team. Developed hiring plans for Brand team based on business roadmap.

Clients include Harvard Law School, Synack, Data.org

Verso

Design Director, 2011–2018

Consultant, 2018–Present

Created and led in-house design department for Verso Books, the notable radical publisher. Reinvented company brand and design for digital and social, culminating in renewed web presence responsible for unprecedented sales growth.

Directly oversaw dozens of designers per season and developed new standards with vendors. Coordinated with engineering, editorial, and sales teams, and guided board of directors through digital transformation. Conceived and developed multiple interactive initiatives, including Full Text, an open-access repository of Verso's entire catalog, soft launching summer 2022.

Uncorked

Creative Director, 2019–2021

Scaled and oversaw design team of researchers, content strategists, 3D and motion specialists, and UX/UI designers, with an emphasis on cross-disciplinary production within blended internal-external teams. Led brand, interactive, and innovation projects for major technology companies. Invented best practices for rapid storyboarding and feedback cycles, and implemented regular cross-portfolio design critiques fostering design team culture. Built comprehensive contractor list across interactive, environmental, and strategic services. Led departmental transition from in-office to distributed team practice.

*Clients include Google, Intel, Microsoft, Nike
Company acquired by Fresh Consulting, 2021*

Rumors

Co-Founder and Creative Director, 2008–2019

Principal of internationally-recognized, design-forward digital studio. Developed and oversaw brand strategies and interactive campaigns that led clients to innovate in the face of disruptive digital change. Mentored junior staff, oversaw hiring and talent acquisition, and lead strategic planning. Created and refined organizational processes with an emphasis on sustainability, communication, and kindness.

Clients include Ace Hotel Group, Clif Bar, Dia Art Foundation, e-flux, Microsoft, MoMA PS1, NASA JPL, The New York Times, SCI-Arc, Unity Technologies

Cooper Union, Parsons, Portland State University

Adjunct Faculty, 2008–Present

Taught undergraduate and post-degree classes in both New York City and Portland. Developed curricula for courses in Advanced Graphic Design, Typography, Information Design, and Interactive Design.

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Education

The Cooper Union, BFA 2003

Community Work

Campaign organizer

Developed strategy, canvassed, and produced campaign material for multiple Portland, Oregon, civic campaigns, including universal childcare (ballot measure won 2020!).

Democratic Socialists of America

From 2017–2018, Chair of the national organization's Design Committee. Developed standards for official communication, provided distributed resources to local chapters, and led multiple large-scale design projects including the 2017 National Conference.

Dat Night

Hosted ongoing Dat Night, an informal monthly meet-up introducing the Dat protocol and decentralized web to a non-tech audience.

Sunnyside Community House

Soup kitchen work for a local community service group.

Selected interviews, articles, etc

2022, RISD, "**Brand Through Digital**"

2019, Walker Art Museum / Are.na, "**Reenvisioning the Internet: Decentralize the Web to Sidestep Corporate Control**"

2019, Seattle Interactive Conference (and others), "**What Do We Lose When it's Easy to Use**"

2019, Mozilla MozFest, London, "**Why is the Internet?**"

2018, Central St Martins, London, "**How to Run a Design Studio**"

2018, Glasgow School of Art (and others), "**Yes, We're Going to Talk About Money**"

2016, AIGA *Eye on Design*, **Profile**

2015, AIGA / General Assembly, "**Design + Tech: Stories of Collaboration from the Past, Present, and Future**"

2015, It's Nice That, **Profile**

2013, Museums and the Web Conference, "**Error 404**"

Recognized, awarded, or exhibited by AIGA, Apple, Brno Biennial, the City of New York, Commercial Arts, German Design Council, MoMA, *Parents Magazine*, *Print* magazine, *The New York Times*, Society of Print Designers, Type Director's Club, Typojanchi: The International Typography Biennale, others.