STEVEN PHELPS

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SUMMARY

A seasoned design professional and a capable leader, I have a passion for creative work that offers me a challenge. I am an intense thinker and reader who is always eager to know more. Dynamic skill set in design for new media and old: from art direction and production to management of client relationships. I provide effective creative direction over complex projects from concept to execution.

EXPERIENCE

Vistra Corp. — Senior Graphic Designer **[Apr. 2014 - Jan. 2026]**
- Design lead overseeing visuals for corporate communication and public relations
- Responsible for corporate identity and brand standards for multiple brands
- UX / UI consulting, video, audio, and print production for ancillary communications tools
- Design, development, and administration of company intranet

Collin College — Adjunct Faculty, Communication Design **[Oct. 2005 - Oct. 2022]**
- Design curriculum in design history and fundamentals, typography, and applications
- Oversight, grading, evaluation and direction of students, including lab time
- Contributing to and participation in degree program evaluations and centers of excellence

Cowboys & Indians Magazine — Art Director, Web Manager **[Oct. 2006 - Apr. 2014]**
- Design and production of magazines and websites including Cowboys & Indians
- Oversight of digital publishing, UX/UI, application development and design
- Blogging, social media, online marketing, multimedia integration and analytics

Texas Lawyer — Photography Editor, Production Artist **[Apr. 2000 - Oct. 2006]**
- Design, layout and pre-press for newspapers, books, and magazines including Texas Lawyer, In-House Texas, Executive Legal Adviser, and Dallas Bar Association's Headnotes
- Print and web advertising design and execution, building and updating websites, recording and editing video and audio blogs

EDUCATION

MA, Graphic Design	Academy of Art University, San Francisco, CA	May 2020
AAA, Graphic Design	Art Institute of Dallas, Dallas, TX	Sep. 2004
BA, Literary Studies	University of Texas at Dallas, Richardson, TX	May 1999

SOFTWARE PROFICIENCY

Adobe CC (Photoshop, Illustrator, InDesign, InCopy, Acrobat, XD, AfterEffects, Audition, Premeire), Figma, Microsoft Office, HTML, CSS, Wordpress, Final Cut Pro.

TRADE ASSOCIATIONS

AIGA, Dallas Society of Visual Communications, IABC