

ROBERT GREESON

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SUMMARY

Deadline-oriented, multi-talented creative director focused on overseeing all phases of projects. With 30+ years of self-employed experience applying technical and creative abilities to a vast array of diverse customer projects; thru video, photography and graphics, both still and motion. Successful at creating brand messages, strategies and key graphic productions. Highly effective at collaborating with leadership to complete artistic, project, and production tasks to meet budget and schedule goals. Master-level experience with Adobe Creative Suite software in InDesign, Photoshop, Illustrator, Premiere and After Effects. Travelled extensively to 60+ countries and all seven continents. Graduated University of Texas at Austin with BFA in Photography & Design and BS in Meso-American Archaeology.

GRAPHIC DESIGN

Designed and art-directed books, magazines, brochures, posters, flyers, album covers and a multitude of other types of print media, both physical and digital.

Corporate clients include: Boeing, Guaranty Federal Bank, Johnson & Johnson Pharmaceuticals, Marriott Hotels, the Gage Hotel, Verizon, the USA Film Festival, the University of North Texas, British Petroleum, Arco Oil & Gas, and NASA. Music Industry clients include: ZZ Top, Willie Nelson, the Dixie Chicks, Pearl Jam, Motley Crue, Steve Earle, James Brown, Joe Walsh, Talking Heads, Warner Brothers, Sony, Island Records and Interscope Records. Nominated three times for a Grammy Award for design work.

Online portfolios:

<http://www.brandexes.com/work>

<https://jurisgraphics.com/trial-graphics/>

<https://art4music.com>

VIDEOGRAPHY

Directed, shot and edited a variety of different types of videos including: interviews, documentaries, educational and instructional, promotional, TV commercials, music videos, medical procedures, animated, and a feature length film about the Beatles.

Clients include: Blue Man Group, the Dallas Museum of Art, TED Talks, Southern Methodist University, the Angelika Theater chain, Central Market, the Dallas Opera, the Dallas International School, the North Texas Food Bank, River Oaks Hospital, Parker University, Big Bend Medical Center, the Holland Hotel and the City of Alpine.

Online portfolios:

Sul Ross video/photography/graphics reel:

<https://www.youtube.com/watch?v=l5cA9zJhdHY>

Video reel:

<https://vimeo.com/manage/videos/110433155>

Beatles documentary trailer:

<https://vimeo.com/manage/videos/724243960/750e8a64ac>

PHOTOGRAPHY

Photographed in a multitude of different scenarios including: architecture, portraits, nature and landscapes, studio, travel, and documentary. Author of three published collections of my travel photography and have been featured in numerous gallery shows, including two one-man shows in Dallas and Houston.

Clients include: National Geographic, Texas Monthly, D Magazine, Rolling Stone, Texas Parks and Wildlife, Psychology Today, and the Smithsonian travelling and permanent collection.

Online portfolio:

<https://www.krop.com/bobbyg/>

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SUL ROSS STATE UNIVERSITY

(April, 2019 to present)

Created hundreds of brochures, flyers, posters, social media, and digital content. As well as 400+ photo shoots and 350+ video shoots.

Created content for the following departments and organizations:

Borderlands Research Institute, Center For Big Bend Studies, SR Meat Lab, Museum of the Big Bend, Athletics, Biology, Geology, Business Administration, Enrollment Services, College of Ag, Life & Physical Sciences, Criminal Justice, Fine Arts, Graduate Student Center, Industrial Technology, Institutional Research, the Library, McNair Scholars Program, Natural Resource Management, Nursing, Office of the President, Communications, Residential Living, University Police Department, Academic Center for Excellence, Animal Science, the Rodeo, Archives of the Big Bend, College of Literature, Arts & Social Science, Counseling & Accessibility Services, Education, Financial Aid, Gear Up, Math, Homeland Security & Criminal Justice, Kinesiology & Human Performance, Lobo Den Advising & Tutoring, and Sul Ross Alumni.

Have made numerous trips every semester to the RGC campuses for photo shoots (graduation, Honors Award luncheons, stock images, music festival, etc.) and video shoots (student interviews, promotional TV spots, etc).

Created the UCTV programming to provide students relevant information on a daily basis in the University Center.

Updated every two weeks with relevant upcoming events and sports, as well as multiple videos on student organizations and clubs, including: the Anime club, Art club, Dungeons & Dragons club, Geology club, Kinesiology club, Music club, Newman club, and the Ultimate Frisbee club. Also services available to students, including: Counseling, Diversity, Equity & Inclusion, FAFSA, Internships, Lobo Pantry, McNair Foundation, Meditation, Student Support Groups, Tutoring, Writing Center, and Yoga.

Created the Sul Ross podcast/videocast series. Producing a podcast/videocast service available to all faculty, staff and students, covering a wide range of topics, including two long-running series with multiple episodes.

Built out the video/photography studio with facilities for video interviews, photo shoots, podcasts and a voice-over vocal booth.

Created long-form videos for the two previous Board of Regents meetings here on campus.

Created long-form videos for the Geology Department, the Kinesiology Department and the Museum of the Big Bend.