

WALLACE PRESTON

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Portfolio

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DESIGNER, LEADER, ARTIST, & TEACHER | INDUSTRIAL TRANSPORTATION DESIGN

- Hands on, multiple hat wearing, critical thinking, comprehensive designer & producer of production & advanced exteriors, driving/living interiors, systems, environments and all related creative work.
- Calm, present, at ease with and make use of ambiguity and change.
- Inspired in new responsibilities, cultures, & experiences and ensuing ideas, learning & perspectives.
- Do & delegate to get quality work **done** from big picture product planning to post-launch detail.
- Communicate to improve process, product & experience... serve everyone.
- Mind design confidentiality, value, budget, schedule, and environment to maintain fluid operation.
- Document for organization, efficiency, supplemental memory and evaluation.

SKILLS

- Alias / CAD
- Patents / IP
- Tooling / Manufacturing
- Graphics / Logos
- QFD
- Event Planning
- Research / Strategy / Planning
- Windows / MAC OS
- Resource Management
- Media Editing / Voiceover
- Corel Painter / iMovie
- CMF
- 3D Mockups & Prototypes
- Art / Illustration / Photography / Sculpting
- Word / Excel / PowerPoint / Keynote
- UI / UX / HCD / HMI / VOC / CX
- Adobe CC (Photoshop, Illustrator, etc.)
- Presentations Live and Recorded

EXAMPLES OF EXPERIENCE

Design Manager: KENWORTH Truck Company, Renton, WA — 2016 - 2020

Run our small elite design office like air traffic control mitigating & directing multiple cross-divisional projects for Now to 100 years out. High level oversight of immediate & long range activities helps us bridge super concerned folk (i.e Engineering, Project Management, Aero) and projects to better results. Like on our 2020 design of a class 8 truck's comprehensive (BIG) graphic that serves many stakeholders. The physical design improves MLO - Materials/Labor/Operations (less engineering hours/manufacturing operations & sequencing), reduces risk (warranty claims/customer repairs), strengthens product function & aesthetics (Sales/Marketing/Brand), keeps Aero at 10% benefit, and extends to future programs (Product Planning) & cheerful Senior Management because we save the program budget 32 million.

Instructor: Academy of Art University, San Francisco, CA — 2004 - Present

Teaching has become a research lab and led to the study of quality in teaching live classes vs. teaching online. Online lacks the live class physical presence, subtle cues, feedback, results and spirit, & begs the question "How can online teaching be as rich as live class?" As school is practice for work, I've put school to work in the design studio/lab. In the "Lab" at KENWORTH, intern programs (using Industrial Design/UI/UX students) & VR research, supplement & provide insights/perspectives/inspiration that lead to "focused attention" (as in sychronized class with physical project materials on hand) and now Hybrid or MR/Mixed Reality prototyping & testing going on as possible.

Lead Consultant Advanced R&D: Volvo Truck North America, Greensboro, NC — 2011 - 2014

Seeded and grew Advanced Design Groups for Volvo & MACK. As lead consultant, created and developed several patent applied conceptual projects with Insights, Advanced Engineering, Business Intelligence, Product Planning, and external partners like Volvo Construction Equipment & Sabic (a petrochemical materials supplier) which led to establishing/leading/handing off Volvo AT&R NA (Advanced Technology & Research North America), producing a Pilot study (driver well-being) & autonomous truck system, and building/leading/handing off MACK AT&R NA and initial design projects, like lighter truck cabs that increased safety by 34% at matched or lower cost and new market product studies for BRIC nations.

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EXPERIENCE

Design Manager: KENWORTH Truck Company R&D, Renton, WA — 2016 - Present

- Responsible for all KENWORTH design, supporting KENMEX, DAF, Peterbilt and PACCAR.
- Collaborate with Drivers to Executives, and direct outside resources on concurrent projects.
- Co-create and deliver on Product Planning roadmaps/studies/prototypes/programs/products.

Instructor: Academy of Art University, San Francisco, CA — 2004 - Present

- Build designers. Instruct Junior and Senior Transportation Design Studios and Drawing courses.
- Author content, media, demos, and projects for on campus and online classes taught.
- Guest Lecturer on Transportation Design.

Design, Innovation & Strategy Consultant: Prestoni, Greensboro, NC — 2004 - 2016

- Worked with private clients to visualize concepts & projects, scope, budget, plans and schedule.
- Provided research, benchmarking, presentations, designs, and models/mockups/prototypes.
- Developed product and sourced or oversaw manufacturing and production to ensure quality.

Lead Consultant Advanced R&D: Volvo Truck North America, Greensboro, NC — 2011 - 2014

- Led MACK Global Advanced Design; team, projects, future plans, and new business development.
- Established Volvo Advanced Technology & Research NA, via designbank, & cross divisional teams.
- Improved safety by 34% in a MACK prototype & designed autonomous future systems for Volvo trucks.

Senior Automotive Designer: Mitsubishi R&D America/Europe/Japan — 1999 - 2009

- Led production/advanced/race program; designs, research, planning, presentations, and events.
- Lead Exterior Designer: 2010 Mirage production Kei concept & 2001 Tokyo Motor Show S.U.P. Showcar.
- Lead Interior Designer: 2004/2007 Endeavor production SUV & 2001 NAIAS RPM 7000 Showcar.

Senior Advanced Automotive Designer: Mercedes Benz Advanced Design America/Italy — 1998 - 1999

- Managed/designed the 2000 Millennium Showcar interior/exterior build in Italy.
- Lead Interior Designer: SLK Internal Concept & various luxury vehicle projects.

Automotive Designer: FCA/Chrysler, Auburn Hills, MI & Chrysler Pacifica, Carlsbad, CA— 1991 - 1997

- Lead Exterior Designer: Dodge Reach Europe only Concept.
- Lead Interior & Exterior Designer: Chrysler Pacifica Luxury Minivan Showcar & miscellaneous projects.

EDUCATION

Bachelor of Fine Arts (BFA), Transportation / Industrial Design
College for Creative Studies, Detroit, MI

PROFESSIONAL DEVELOPMENT

Dale Carnegie Assistant / Graduate

Dale Carnegie Course and Presentation Workshop | San Diego, CA

Diploma in Photography, Shaw Academy | London, England

Certificate of Voice Acting, Voice Coaches | Albany, New York

LANGUAGES

German: Fair speaking / writing

Italian: Basic speaking / writing

Japanese: Basic speaking