

# GARY BEASLEY

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Creative Director / Art Director / Senior Designer / Photo Art Director / Video Producer

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## EDUCATION

Bachelor of Fine Arts (BFA) Degree in Visual Communication – Indiana University, Herron School of Art and Design – Indianapolis, Indiana (1981) Major in design / Minor in art history. Dean's list.

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## EXPERIENCE

### **Creative Director / EyePeace Media Arts** (2004-Present)

Principal creative and business owner of freelance agency specializing in concept, design and implementation of visual advertising strategies and in video production for sales, brand awareness and corporate communication. Provides expert graphic design, broadcast video, web video, event coverage and product image enhancement for large and small businesses alike. Extended expertise in print design and illustration as well as still photography, Adobe Photoshop and web design components. Full shooting and digital editing capabilities on Mac OSX platform. Handles all client consultation, creative decisions, sales and vendor contact for local, regional and national accounts. Listed with the Indiana Film Commission.

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### **Senior Creative Designer / ETS, Inc. - Australian Gold, Inc.** (1992-2004)

Senior designer and art director for international retail cosmetic products including the largest sun care, skin care and tanning brands worldwide. Directed creative projects and complete campaigns for retail and private label beauty brands from concept to completion. Major emphasis on photo art direction for fashion, lifestyle and glamour photography and video production on location and in the studio. Projects included upscale catalogs, high-end packaging, consumer and trade advertising, collateral, point-of-purchase displays, direct mail and web. Wrote advertising copy, produced and directed promotional sales videos, television broadcast commercials and radio spots. Proficient in most print, graphic and multimedia applications on the Macintosh OSX platform. Exceptional experience in new product development and in marketing specifically to women.

Noted Accomplishments:

- Launched a re-design of the Swedish Beauty product line resulting in a significant increase in sales the first year out.
  - Produced and directed a series of high-end Australian Gold brand promotional sales videos that resulted in a multi-faceted increase of product revenue over a three year period.
  - Executed the industrial design and holds the patent on a new bottle mold formed for the Australian Gold product line creating a fresh image that contributed to a sales increase of over 50% the first year.
  - Directed Academy award-winning film talent Charlize Theron on a location photo shoot for a new products campaign resulting in a substantial increase in reported sales for that year.
  - Advanced training and expertise in Adobe Photoshop.
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### **Creative Director / Justice Johnson Advertising** (1990-1992)

Principal creative responsible for advertising design, broadcast and marketing concept services for consumer and business-to-business accounts in the midwest region. Created promotional and marketing material and wrote advertising copy for commercials and radio spots. Designed print advertising, outdoor and collateral for prominent local and regional accounts.

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### **Creative Director / G. Bjork Design, Inc.** (1989)

Principal creative team leader. Supervised and mentored staff of eight designers and copywriters for regional and national accounts including Eli Lilly, Sears and Discover Card. Assisted in Prozac new product roll-out for Eli Lilly account. Led team concept presentations and directed product photo shoots. Conducted creative brainstorming sessions and client presentations.

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### **Art Director / WTV Television** (1985-1989)

Creative lead and art department head of top-25 market independent station servicing six divisions. Produced on-air computer graphics, designed news sets, shot advertising still photography, produced newspaper and magazine print advertising. Responsible for overall on-air and print image of local broadcast station. Produced new station corporate identity from concept to completion. Member of Broadcast Designers Association (BDA).

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### **Assistant Art Director / WRTV Television** (1981-1985)

Senior graphic designer and photographer in art department for top-25 market ABC affiliate station. Produced print advertising and concept copy as well as on-air news, weather and promotional graphics. Addy award for print.

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**Online Portfolio:** [www.garybeasleyportfolio.com](http://www.garybeasleyportfolio.com) **Business Site:** [www.eyepeace.biz](http://www.eyepeace.biz) **LinkedIn:** [www.linkedin.com/in/garybeasley](http://www.linkedin.com/in/garybeasley)

Samples, professional references, compensation requirements and further information available upon request. Open to relocation.