

Gary Beasley

Creative Professional

CONTACT

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PORTFOLIO:

garybeasleyportfolio.com

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EDUCATION

BFA in Visual Communication
Indiana University
Herron School of Art & Design

Indiana University Dean's List

Architectural Technology
IUPUI / Indianapolis, IN

Advanced Adobe Photoshop
Dynamic Graphics Institute
Peoria, IL / Expert Certificate

SKILLS

Creative Direction
Visual Communication
Conceptual Design
Concept Ideation
Art Direction
Graphic Design
Photo Art Direction
Photography
Photo Styling
Video Production
Package Design
Interactive Design
Advertising Design
Marketing Design
Copywriting
Broadcast Promotion
Product Development
Mac Computer Apps
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
QuarkXpress
B2C & B2B Marketing
Tradeshaw Marketing
Team Building
Team Mentoring
Brainstorm Sessions
Talent Casting
Talent Direction
Client Contact

CAREER EXPERIENCE

Creative Director

EyePeace Media Arts | 2004-Present

- Head creative strategist and conceptual designer for advertising & marketing.
- Initiates creative dialog and leads design process from concept to completion.
- Solves client communication problems & elevates corporate visual aesthetics.
- Specializes in luxury, beauty, lifestyle, medical, sports, travel & entertainment.

Senior Creative Designer

Australian Gold, Inc. / ETS, Inc. | 1992-2004

- Served as key creative and lead designer for the corporate in-house agency.
- Spearheaded new product initiatives maximizing aesthetics and minimizing cost.
- Produced targeted product video promotions & innovative fashion photo shoots.
- Mentored associates as team leader of brainstorm sessions & concept ideation.
- Developed and modernized design of international skin care and beauty lines.

Creative Director

Justice Johnson Advertising | 1989-1992

- Created new advertising & marketing initiatives serving local & regional clientele.
- Developed fresh copy and generated unique marketing plans utilizing all channels.
- Led team conceptual design plans, brainstorm sessions and visual presentations.

Creative Director

G. Bjork Design, Inc. | Indianapolis, IN

- Supervised staff of 8 designers and writers for regional and national accounts.
- Led new concept presentations, mentored staff and developed marketing plans.
- Accounts included Eli Lilly (Prozac), Sears Corporation and Discover Card.

Art Director

WTTV Television | Indianapolis, IN

- Senior manager and creative leader of art department servicing 6 divisions.
- Responsible for station's public visual identity and associated on-air appearance.
- Created print, on-air, outdoor and fleet promotional material and advertising.

Assistant Art Director

WRTV Television | Indianapolis, IN

- Senior designer responsible for print, promo and on-air graphics and advertising.
- Station still photographer for entertainment programs and news promotions.
- Created news, weather and vehicle graphics, magazine ads and sales sheets.