

Gary Beasley

Creative Director | Designer | Photo Art Director

CONTACT

317-849-3152

eyepeace@sbcglobal.net

PORTFOLIO:

garybeasleyportfolio.com

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
Conceptual Design
Concept Ideation
Photo Art Direction
Art Direction
Graphic Design
Photography
Video Production
Package Design
Interactive Design
Advertising
Marketing Design
Copywriting
Broadcast Promotion
Product Development
Prototypes
Visual Composites
Mac Computer Apps
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
QuarkXpress
B2C & B2B Marketing
Tradeshaw Marketing
Team Building
Mentoring
Brainstorm Sessions
Talent Casting
Talent Direction
Photo Styling
Beauty Products
Luxury Lifestyle
Fashion & Apparel
Entertainment

CAREER EXPERIENCE

Creative Director

EyePeace Media Arts | 2004-Present

- Head creative strategist and conceptual designer for advertising & marketing.
- Responsible for accounts and project management from concept to completion.
- Specializes in luxury, beauty, lifestyle, medical, sports, travel & entertainment.
- Accounts include Australian Gold and Swedish Beauty brand products.

Senior Creative Designer

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

- Served as key creative and lead designer within the corporate in-house agency.
- Created B2C and B2B marketing material and targeted advertising campaigns.
- Produced and directed product video promotions and fashion photo shoots.
- Team leader of brainstorming sessions and concept presentations.
- International beauty, tanning, cosmetic and fashion products, lotions & apparel.

Creative Director

Justice Johnson Advertising | 1989-1992

- Principal creative responsible for all advertising and marketing design services.
- Copywriter and producer for print, broadcast, video, outdoor and collateral.
- Team leader of conceptual design, 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.
- Lead conceptual designer and team mentor responsible for all creative material.
- Accounts included Eli Lilly (Prozac), Sears Corporation and Discover Card.

Art Director

WTTV Television | Indianapolis, IN

- Senior manager and creative lead of art department servicing 6 divisions.
- Responsible for station corporate visual identity and on-air appearance.
- Created print, on-air, outdoor and vehicle advertising and promotional material.

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.