TAR BEATY

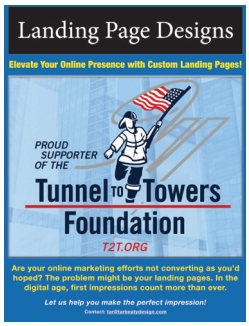
Creative Director | Graphic Designer | AI, Print, Packaging & Web Design



914-441-8549
tar@tarbeatydesign.com
www.tarbeatydesign.com

Open to Remote Work
UWS, New York, NY 10024

WEBSITE DESIGN



PACKAGE DESIGN



NEWSLETTERS



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PROFILE

High-energy Creative Director and Graphic Designer with 30+ years leading creative strategy and producing high-impact branding, packaging, and digital marketing. Equal parts entrepreneurial and hands-on, with deep expertise in end-to-end packaging design, modern Wix web development, and AI-accelerated production. A trusted creative partner to corporations, PR firms, patent and trademark law practices, and nonprofits — translating complex concepts into polished, revenue-generating work.

CORE SKILLS

Brand & Identity: Concept creation, logo design, typography, corporate presentations, creative team leadership

Packaging & Print: Design & structural ideation design, pre-press prep, vendor collaboration, typesetting for ads, brochures, collateral and newsletter design

Digital & Web: Wix architecture, landing pages, print & interactive newsletters, marketing collateral

Software & AI: Adobe Creative Suite (InDesign, Photoshop, Illustrator); Claude, ChatGPT, MidJourney, plus other AI tools

EXPERIENCE

Freelance Creative Director & Graphic Designer
New York City & Nationwide · 2013–Present

- Deliver creative consulting and design across legal, corporate, and PR sectors
- Invented and brought lottery products to market — engineered retail packaging, structural sales sheets, and point-of-sale materials, instore floor and counter displays and signage.
- Built and launched a custom Wix site for a patent & trademark law firm, plus a 12-page monthly print newsletter and interactive digital newsletters for nonprofits and corporate clients.
- Designed a clipping service for a PR firm to help expand expand their client's outreach.

Co-Owner & Managing Partner, Creative Services for Advertising & Design
Graphic Horizons, Brooklyn NY · 20 Years

- Ran creative services for a full-service advertising and design agency.
- Clients included Westvaco, Dun & Bradstreet, IBM, Knickerbocker Toys, Eugene Dolls, and REMCO Toys, McVicker & Higginbotham's Marketing & Mailing Services.

Earlier Roles

- Drawing Board Artist, Anagraphics NYC — brochures, annual reports, corporate slide shows; Art Directed Guggenheim Museum NYS real estate show.
- Assistant Art Director & Designer, Rothschild Printing, NYC.
- Freelance Designer — Greenwich CT, Chicago, and Phoenix print shops and studios.
- U.S. Army Finance, Germany — managed financial operations for military personnel.

EDUCATION

Pratt Institute, Brooklyn — Design & Photography
Art School, Germany — Drawing**, Cass Tech, Detroit** — School of Art & Design; Graphic Design / Advertising

INTERESTS

Photography · Drawing & Painting · Tennis & Darts · Pinot Noir