

## TARA MASTERSON HALLY

A Brooklyn-based designer and sardonist. With a strong influence from underground culture and music, my approach towards design is multidisciplinary. I have both experience in and a passion for; branding, typography, photography, and conceptually-led multimedia. My personal practice often examines the relationship between emotions and design. Specifically, how design can both represent and manipulate our emotions.

2011—2015 **Glasgow School of Art, Graphic Design. (B.A. Hons)**

2005—2011 **Wesley College Dublin, Ireland**

present **FREELANCE DESIGN** I recently relocated from my studio in the East End of Glasgow to Brooklyn, New York. My freelance work has given me 3+ years of experience working in print and web design, ranging from poster design, to restaurant branding, to animation work, and complete ecommerce redesigns. My freelance practice has also given me invaluable experience in self-management and learning how to most efficiently organise my time and projects.

2018 **WELCOME HOME** Glasgow, Scotland I worked with this popular Scottish design store as a freelance graphic designer. In my role I oversaw a partial redesign of online assets, designed an identity and branding strategy for the store's social media, and photographed select products for the website.

2015 **PVC** Glasgow, Scotland As principal graphic designer it was my role to produce a monthly poster and identity for a series of clubnights in Glasgow's famous venue The Art School. Working with the promoters from the inception of the clubnight I was able to conceptualise and create a well defined and recognisable branding for the night, as well as creating other ephemera for the night in the form of badges, publications, portrait photography of djs, and various merch items. Gained great experience in designing specifically for events and learned to work at the fast and persistent pace that it requires.

2014 **DIVERSION BOOKS** New York, USA Summer design Intern, working on e-book covers, author branding, and social media graphics. Gained valuable experience of working within very constrained briefs and communicating well with demanding clients.

2009 **URBAN OUTFITTERS** London, England Interned at the European Head Office as part of a week long placement. Shadowed the in-house ecommerce design team and designed a marketing email that went live.