Tara Garvey

ART DIRECTOR/CREATIVE CONSULTANT

Boston, MA

Talented art director with more than 20 years of experience designing brand and corporate identities, catalogs, websites, advertisements, annual reports and sales collateral for clients in retail, professional services, high-tech, mission-based and fashion industries. Excellent knowledge of design and typography, as well as experience directing photo shoots. Flexible, effective team player known for delivering quality work under pressure. Manages projects from concept to completion, meeting project goals, deadlines, and budgets. Possesses the ability to interpret a client's unspoken wishes and come up with the right solution.

Experience

Art Director/Senior Designer

Dover Saddlery

Littleton, MA
Feb 2018 - May 2024

Used creative vision to bring branding, direct marketing, and advertising, for the Dover Saddlery brand. Participated in all projects from concept presentation through completion. Provided creative solutions that helped meet business objectives and increase sales. Art direct photo shoots. Reviewed all color and printer proofs.

Senior Designer/Consultant

Medtronic

Mansfield, MA
Oct 2014 - Feb 2018

Transform concepts into creative, effective visual solutions. Corporate branding, packaging design, project management, and marketing communications services provided to in-house creative department. Design and typographical work incorporated for brand transition. Manage projects and meet aggressive deadlines within collaborative environments with a patient-focused outcome.

Designer/Art Director

Destination XL (formerly Casual Male)

Canton, MA
Feb 2011 - Jun 2013

Used creative vision to bring branding, direct marketing, advertising, and e-commerce for DestinationXL and Rochester brand campaigns to life. Participated in all projects from concept presentation through completion. Provided creative solutions that helped meet business objectives and increase sales. Reviewed all color and printer proofs.
Worked closely with photographers and stylists to art direct photo shoots.
System administrator for Catalog Studio proprietary marketing database.

Art Director

Wearguard Corporation

Norwell, MA
Apr 1991 - Jul 1998

Art direction, graphic design and creative project management services provided to in-house creative department. Created design concepts and produced layouts for catalogs, brochures, retail advertising and direct mail, collateral materials and store signage. Directed illustrators, photographers and designers on various projects. Developed traffic schedule and managed all projects from concept to completion.

Art Director

The Interface Group, Inc.

Needham, MA
May 1985 - Apr 1991

Art direction, graphic design and creative project management services provided to in-house creative department. Created design concepts and produced layouts for conference brochures, trade show graphics, advertising, direct mail, and collateral materials.

Education

Graphic Design Certificate

Massachusetts College of Art

Boston, MA

Technical Illustration Certificate

Providence, RI

Rhode Island School of Design

BFA Painting

Amherst, MA

University of Masschusetts