

Tara Masterson Hally

A Brooklyn-based designer and sardonist. With a strong influence from underground culture and music, my approach towards design is conceptual, multidisciplinary, and maybe sometimes—even a little bit funny.

- 2011—2015 **Glasgow School of Art, Graphic Design. (B.A. Hons)**
- 2005—2011 **Wesley College Dublin, Ireland**
- 2018—present **THE WING** New York, USA. In-house graphic designer at The Wing, a women-focused coworking and community membership club. Since October 2018 I have maintained the established brand identity whilst also expanding and innovating when possible. Responsible for merch design, photoshoot art direction, marketing materials, events collateral, partnerships branding, as well as creating and implementing an identity for sub-brands such as the annual tentpole activation Camp No Man's Land.
- 2015—2018 **FREELANCE DESIGN** Glasgow, Scotland - New York. I relocated my personal studio from the East End of Glasgow to Brooklyn in 2018. My freelance work has given me 4+ years of experience working in print, web design, production, and client relations. Projects range from poster design, to restaurant branding, to animation work, and much much more.
- 2015 **DIVERSION BOOKS** New York, USA. Design Intern at a start-up publishing company, working mostly on e-book covers. Gained valuable experience working within very constrained briefs in a market where it's essential to very clearly communicate genres.
- 2009 **URBAN OUTFITTERS** London, England. Interned at the European head office. Mainly worked with the in-house ecommerce design team on website and email.