

Clara Sue Beym

Designer & Fine Artist

Experienced, creative visionary with an innovative approach to design thinking and enhanced problem solving. A socially responsible team player driven by a passion to share information and creativity with the community.

SKILLS

- Branding and Identity Concept
- Creative Direction
- Photo Editing and Direction
- Writing
- Proofreading
- Web Design
- Print Design
- SOFTWARE: Adobe Creative Suite, MS Office, WIX, Weebly
- Fine Art: Illustration, Painting, Drawing



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609-468-9395

<https://clarasuebeymart.com>

<https://1-clara-sue-beym.pixels.com/>

References will be provided upon request.

EXPERIENCE

Fine Artist and Designer

BeymArt and Design, Bayville, NJ: 2000 – Present

- Fine artist of watercolor and pastel paintings: commissioned house portraits, pets, people, landscapes. Paintings have been published on book covers and posters.

Sr. Graphic Designer

Educational Testing Service, Princeton, NJ: 1994 – 2020

- Brand Identity and Concept Design: Coordinating with writers and clients, effectively translating a creative brief, brainstorming on design concept of new products, executing design of entire campaign through final production. Higher education, English-language learning materials, K-12 learning, research reports and non-for-profit publication covers, manuals, booklets, posters, newsletters, logo design, mailers, brochures, ads for international campaigns. Working independently as well as with others, the ability to troubleshoot obstacles and manage projects.
- Convention and Large-Format Design: Display art for large exhibit booths and kiosks, convention handout materials, art for corporate events.
- Web Design: Internet and intranet web sites, banners and web advertising, social media graphics, email marketing, WCAG 2.0 level AA Guidelines: proficient at creating accessible documents.
- Photo Shoots: organizing and directing, hiring talent and photo retouching.
- Project Management: Managing the design of a series of publications, cover designs and inside templates and reviewing and overseeing the production.

Receptionist, Motivation Coach

Weight Watchers International, Hamilton, NJ: 2004 – 2012

- Coaching individuals in life skills while they were trying to achieve weight loss.
- Filling out online forms, financial transactions and paperwork for processing.

EDUCATION

Associate in Arts: Advertising Design, Computer Graphics, Fine Art, Architecture

Mercer County Community College, Hamilton, NJ

Fine art workshops in watercolor, pastel and acrylic

AWARDS

- NJ CAMA Astra Awards, Graphic Design USA: American In-House Design Awards

MEMBERSHIPS AND GROUPS

Garden State Watercolor Society (social media chair), Ocean County Artist Guild, West Windsor Arts Council, Toms River Art Council, Pine Shores Artists

PUBLICATIONS

- *Out and About in Ocean County* — Painting selected for summer 2019 cover art
- *The Dynamics of Opportunity in America* — Painting selected for book cover
- *Spirit Seeker Magazine* — Painting selected for April 2013 cover art