



Clara Susan Beym
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www.shelldesign.net

Professional Objective

To utilize and expand my knowledge of creative and technical skills in the areas of:

- Computer-aided desktop publishing and graphic design, typography, illustration, Internet Web design, multi-media and using the computer as a painters tool
- Art-Direct or assist in the concept and design, production and publication of many areas of multi-media: graphic design for the Internet, design of printed materials
- Rendering of concepts through use of photo imagery and illustration to enhance the method of marketing and communication through print and Internet

Hardware and Software

- Macintosh Power Mac G4
- Software: QuarkXPress, Adobe Illustrator, PhotoShop, Image Ready, PageMaker, and Adobe Go-Live, Macromedia Dream Weaver and FLASH, Microsoft Word and PowerPoint

Work Experience

Educational Testing Service 1994— Present, *Sr. Graphic Designer*

Marketing and Communications Division, responsibilities include:

- Design and layout of newsletters, design concepts for story ideas, organizing and directing photo shoots: working closely with photographer and scouting models
- Design of publication covers, manuals, booklets, posters
- Logo design, calligraphy, photo montages, photo retouching
- Marketing Materials: mailers, brochures, 4 color ads for international campaigns
- Design of display art for exhibit booths and Kiosks, Convention handout materials: folders and sell sheets
- Banners, t-shirts art for corporate events
- Designs for numerous test registration booklets: TOEFL, Praxis GRE and SAT
- Web design for Internet and Intranet Web sites, html templates and Web architecture drawings
- Proofreading and headline writing
- Preflight of electronic files and presschecks of work to insure quality
- Coordinating with writers and clients from brainstorming on concept of campaigns, through final production of projects, often managing and directing additional design staff to meet deadlines

The Hibbert Group, 1988-1994, *Graphic Artist*

- Responsibilities include preparation of color comps
- Desktop publishing and design using Macintosh Computer
- Technical Illustrations
- Proofreading, type-specking, manual color separation
- Illustrations of Major League Baseball Uniform Style Guides
- Style Guides, NFL Monday Night Media Guides,
- Newsletters and many in-house promotional projects, such as display boards and posters.
- Design and layout of annual reports, business cards, price-pages and various other materials

Free-Lance Graphic Designer, 1983-Present

- Design of business cards, brochures, logos, invoices, product illustration calligraphy on certificates, newsletters
- Educational product catalog and Web site

Volunteer Design Work

- Children's Home Society 2002 Annual Report
- YWCA, YMCA: Design of school logo and certificates, painted murals and helped with the design of a puppet stage
- Alexander Elementary School: Editor and designer of yearbook, design and layout of school stationary

The Hibbert Company, 1979-1983, *Graphic Artist*

- Assisted Art Director in preparation of art and mechanicals for print; Coordinated work with 10 production planners simultaneously, prioritized deadlines in the design and layout of various sports ads, brochures, color-comps & technical illustrations for manuals

Educational Improvement Center-Central, 1977-1979, *Graphic Artist-Photographer*

Responsible for the design and distribution of various educational media: brochures, newsletters, instructional manuals and flyers; Typesetting for design of materials; Assisted in mail room operations; Shot publicity photos for educational workshops and conferences

Education

Associates Degree in Advertising Design, Mercer County Community College, 1975-1977

- Areas of study: Advertising Design, Typography, Mechanical Drawing, Photography, Print-making, Painting, Drawing and Textile Design

Continuing Education, Credit and Non-Credit Classes

- Architectural Drawing I and II, Freestyle Drawing for the Architect, Drawing of Anatomy in Motion, Watercolor Classes, Film and Video
- Computer Art I and II, Desktop Publishing Certificate.
- HTML classes, JAVA script training, Macromedia FLASH, continuing series of Adobe classes to stay updated with the new Adobe software releases
- HOW DESIGN conferences

Hobbies and Personal Interests

- Watercolor Painting
- Reading
- Sewing, Crafts, Quilting
- Photography
- Web Design and Computer graphics
- Calligraphy

References will be furnished upon request.

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