

BETH CHIN

Chicago, IL 60608

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EDUCATION

2009-13 **B.A. Communications + Minor Art & Design** at DePaul University, Chicago, IL, USA
2013 Graduated **Cum Laude** (GPA above 3.5/4.0) two trimesters early.
2009-13 **DePaul Scholar's Award**
2005-09 St. Viator High School in Arlington Heights, IL, USA
2007 Awarded the **United States President's Volunteer Service Award** for co-founding a non-profit that recycled and donated old eyeglasses.

CERTIFICATES + LICENSES

2026 IL Real Estate License, Aceable Agent (Remote).
2020 **UI / UX Design Certificate**, CalArts in Valencia, CA, USA (Remote).

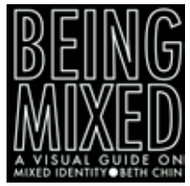
SELECT PRESS + RECOGNITION

2023 Featured on **WTTW**, **CBS**, and **FOX News** for community-based public art installation at the Cook County Professional Building.
2012 Featured on the **Chicago Tribune** and **The RedEye** for public art installation on window storefront of Chicago's Dog House.

PUBLICATIONS

2020 Chin, Beth. "***Being Mixed – A Visual Guide On Mixed Identity***." Independently Published Multicultural Art Book Dec. 10, 2020

Published in English, Spanish, German, and Arabic



SUMMARY

Beth combines **creative vision** with **strategic thinking**—aligning project goals, audience needs, and organizational objectives into **cohesive creative solutions**. Drawing from **20 years of design experience** and **over a decade of producing large-scale artworks, installations, exhibitions, programs, and events**, Beth creates experiences that engage and connect participants.

SKILLS

Art direction: design, visual/copy direction, fabrication, production.
Events: talent recruitment, sponsorship, AV/audio, stage management, hospitality.
Business development: vendor relations, strategic partnerships, procurement.
Marketing: campaign, strategy, implementation, digital/print communications.
Project management: timeline, budget, stakeholder alignment, presentation

RELEVANT PROFESSIONAL EXPERIENCE

2007- **President** at Beth Chin LLC in Chicago IL, USA
Project Lead + Creator at OH Art Foundation in Chicago, IL, USA.
Curator at Bridgeport Art Center in Chicago, IL, USA.
Public Art Planning at Ally Entertainment in Chicago, IL, USA.
2026- **Owner + CEO** at Aloeist in Chicago IL, USA
2024-25 **Marketing + RFP Director** at Unison Consulting in Chicago IL, USA
2022-24 **Fine Art Coordinator** at Art Expressions in Gurnee IL, USA
2021-22 **Programs Manager** at Chicago Public Art Group in Chicago IL, USA
2020-21 **Art Consultant** at Art Expressions in Gurnee IL, USA
2019-22 **Founder + Event Director** at Re-Mixed (Remote)
2018-20 **Art Director + Curator** at DerbeLight in Hamburg, Germany
2016-18 **Gallery Manager** at Unique Art Concepts in Hamburg, Germany

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ALOEIST

OWNER + CHIEF EXECUTIVE OFFICER

BRAND + PRODUCT DEVELOPMENT

Aloeist is a natural personal-care brand focused on aloe-based skincare and everyday hydration. As owner and CEO, I lead product development, brand strategy, visual identity, packaging, and marketing, directing the project from initial concept through product development and market preparation.

I developed Aloeist as an end-to-end consumer product, strategizing and implementing formulation, ingredient sourcing, product testing, packaging development, label design, product photography, and e-commerce strategy. The project brings together product development and creative direction to create a cohesive physical and digital brand experience.

METHODOLOGY

CHALLENGE: Aloeist's challenge was to establish a distinctive identity within the natural personal-care market without relying on the visual conventions typically associated with botanical or "clean" beauty brands. The brand **needed to communicate** its **natural ingredients** and focus on **skin health** while feeling **modern**, **refined**, **unisex**, and **design-forward**.

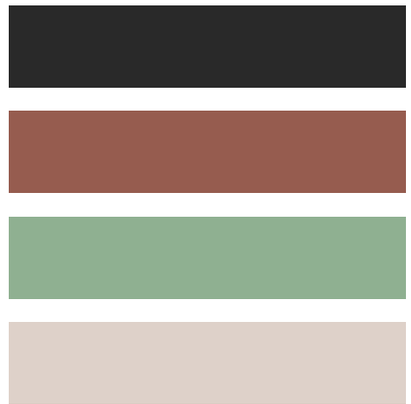
LOGO DEVELOPMENT: I developed the Aloeist logo through an iterative process of **hand-drawn exploration**, using the aloe plant and concepts of hydration, growth, and natural form as starting points. Multiple directions were explored before refining the mark into a distinctive identity that could function across packaging, product labeling, and digital applications.

BRAND DEVELOPMENT: I established Aloeist's broader visual language through **moodboards**, **color studies**, **typography**, and **material references**. The resulting system balances organic botanical qualities with a structured, contemporary aesthetic, creating a brand experience that feels natural without becoming overly feminine or conventionally "wellness" focused.





Aloeist









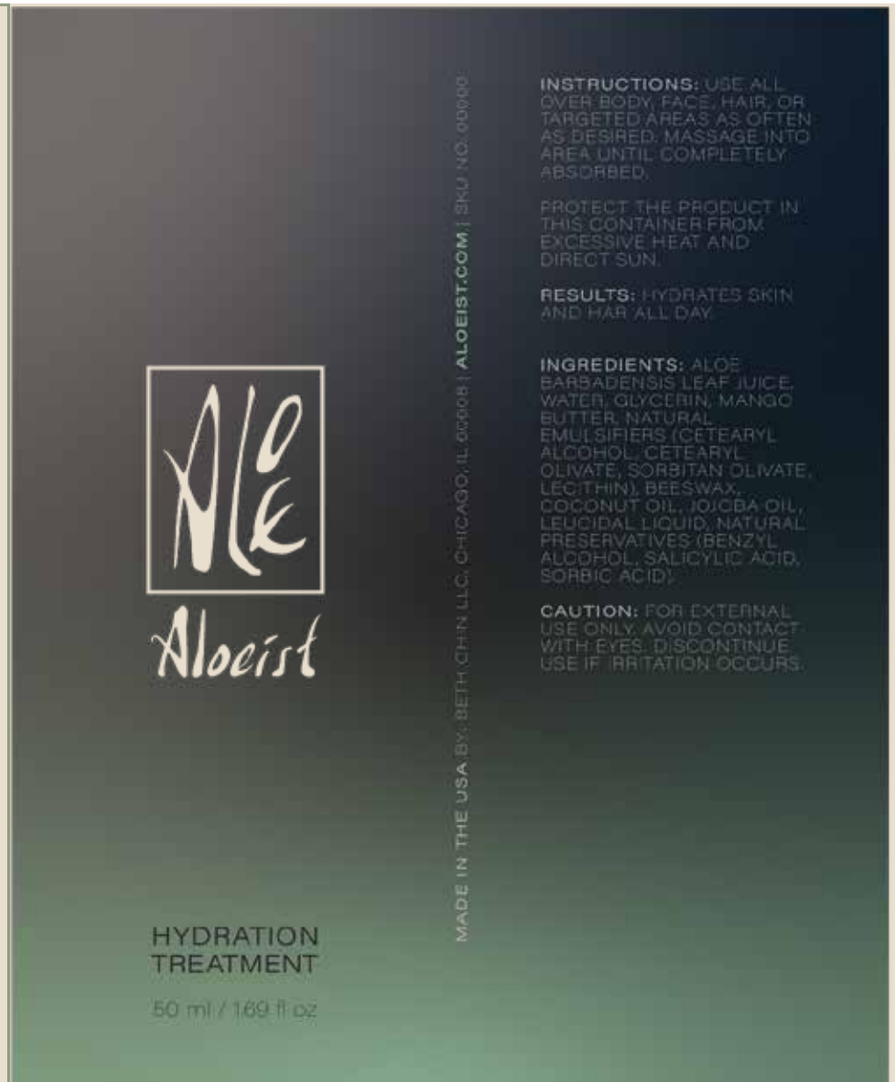
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aloeist Aloeist

TYPOGRAPHY

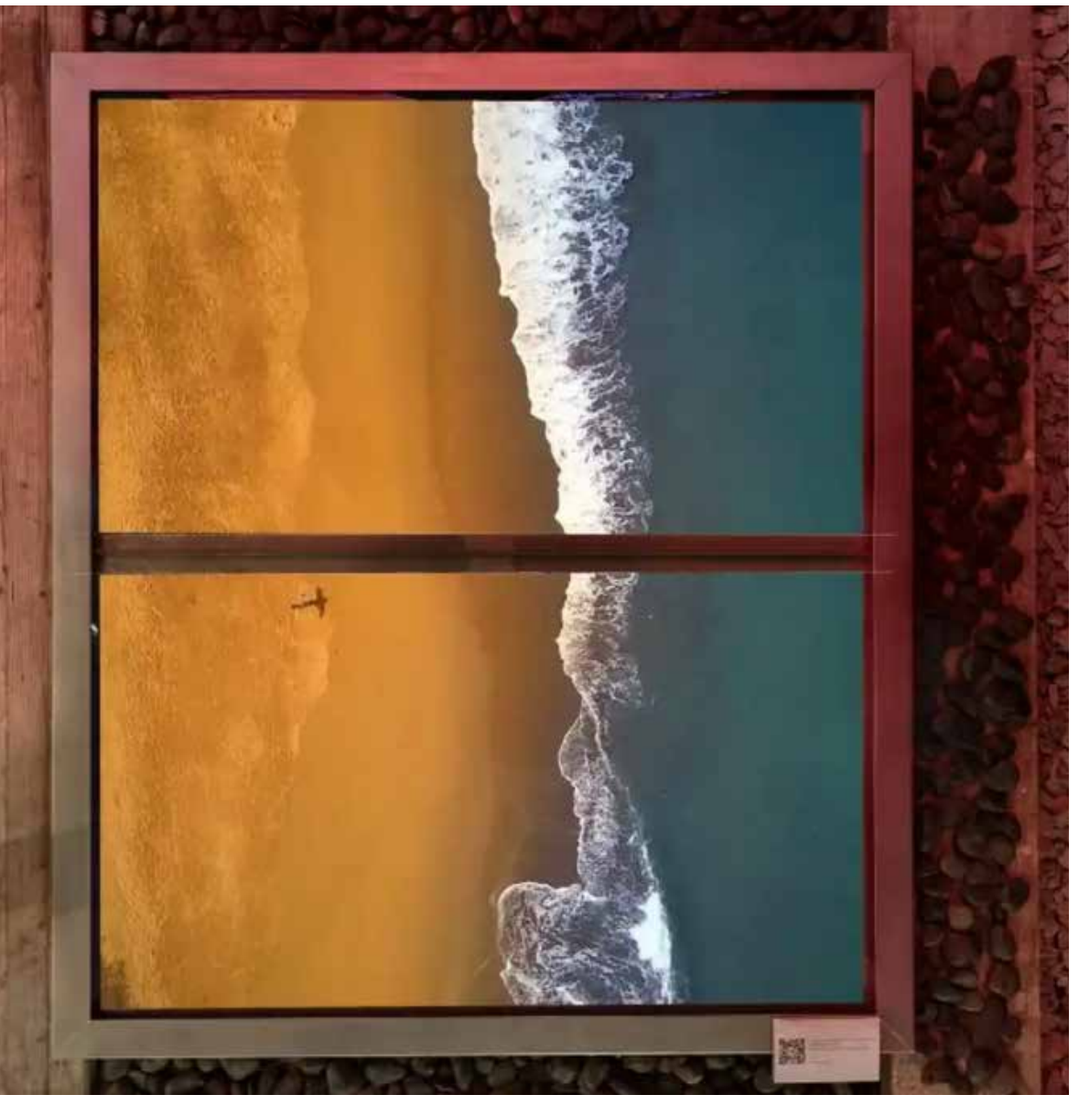
The custom typeface creates a cohesive visual language that connects the physical product with the brand's broader aesthetic.





PRODUCT PROTOTYPING

Product label design, rendering, and prototype mock up. Featuring print label transparency to reveal natural product material.





DERBELIGHT

ART DIRECTOR

ART + CREATIVE DIRECTION

DerbeLight is a start-up vendor for backlit photography art frames marketed for hospitality and luxury interiors. As the art director, I was responsible for keeping updated on photography trends, procuring new and upcoming photographers, directing exhibition opportunities to showcase products, and developing product proposal presentations.

Within my first 6 months of work, I signed 3 photographers, who were later selected for exhibition in ***Paris Photo***, one of the most notable photography exhibitions in the world. Beyond this selection, I procured photographers from across Europe, the US, Australia, and Asia. From the selection of photographers I procured, I was able to curate an exhibition for the ***Elb. Seminar.*** in Hamburg, Germany as well as ***ARTMUC***, a hybrid art fair in Munich, Germany.

Additional responsibilities included content development for DerbeLight's website, Instagram, and newsletter, including copy, visual editing, and video direction.

METHODOLOGY

CHALLENGE: To keep pricing competitive for the firm's recent start, DerbeLight encouraged to only use unknown talented photographers, who would have lower pricing for reprinting their photographic editions. The key to success was to find artwork that would illuminate well in the product's backlit art frames within a **upscale interior setting**.

TALENT RECRUITMENT: At this time, the mainstream trends were travel, social justice, and bold images. To balance these trends with **hospitality and luxury interior design**, I worked with subtrends in the photography industry.

With drone photography on the rise, aerial photography proved a successful subcategory for DerbeLight. Drones provided a large source of low price talent, and often there were no constrictions of photographic editions to work under.

Another photo journalism trend included environmental portraits. These portraits were indicative of deeper storytelling by placing subjects or objects in their natural environment. This approach allowed for trending social justice themes to be included into stunning images. As a selling point, these images gave the purchaser the experience to be able to tell an image's story. In researching this category, there were a number of budding professional photographers wanting exposure for their recent social justice bodies of work. This offered DerbeLight an opportunity to work with high quality artists for a negotiable price point.













UNISON CONSULTING

MARKETING + RFP DIRECTOR

MARKETING CAMPAIGN + COPYWRITING

Unison is an airport consultant offering services in finance, economics, concession planning and management, market research, program financial controls, and information systems. As head of marketing, I provided executive leadership for developing the company's annual marketing plan and campaign, providing visual and copy creative direction, managing the department's budget (appx. $90,000), and implementing strategy.

In 2025, I introduced digital marketing into Unison's marketing strategy and a benchmarking process to evaluate RFP/proposal wins and losses. This data-driven benchmarking process began in Q1 of 2025 to evaluate loses, develop strategy, and enact changes. These changes were implemented in Q2. By Q3, Unison increased both its win percentage and ranking in proposal committee evaluations.



METHODOLOGY

CHALLENGE: Unison's obstacle in promoting its services has been presenting Unison as a whole throughout six areas of practice. By developing a **holistic marketing voice**, the same message was strengthened across all areas while building upon each practice.

ART + CREATIVE DIRECTION: I visually reworked the company's practice area graphic, to ensure full representation of services across all six areas of practice. This graphic was then simplified to communicate this concept across all marketing materials. The **visual direction** circulated around a travel map from an airplane that had a station at each practice. I tagged the visuals with the slogan, ***"Explore More,"*** targeting Unison's existing client base. **Branding** was also enhanced with a gradient between Unison's navy blue and gold colors. This modernized the firm's feeling and visioned an uplifting sunrise and new possibilities.

RFP/PROPOSAL STRATEGY: I initiated a **benchmarking** process in Q1 of 2025 to evaluate loses, develop strategy, and enact changes. From these evaluations, by Q2, I **implemented redevelopment** of Unison's template for past project case studies. This included showcasing the total work completed from all Unison's practices alongside the proposal's requested work. I also reworked many data-heavy elements to be more readable and visually streamlined.

By Q3, these developments raised Unison's proposal rankings and **increased their overall win percentage**, earning the firm approximately $3.5 million from proposal wins in Q3.



County of Orange, John Wayne Airport (SNA)
RFP No. 280-2823301-MM – Airport Commercial Consulting Services
June 17, 2025

Louis Armstrong New Orleans Intl Airport (MSY)

Performance Period: 2012-Present
Location: New Orleans, LA
Contact: Carmen Robinson, Assistant CFO
(504) 303-7554
carmenr@flymsy.com

Unison provides comprehensive financial consulting services to Louis Armstrong New Orleans International Airport (MSY), including rates and charges analysis, services in preparation for bond issuance, the aviation consultant's report preparation, and additional bond-related services. In addition, Unison analyzed MSY's CFCs and Passenger Facility Charges (PFCs), and in 2022, Unison completed a parking study.

Current Contract

Contract Name: Financial Consulting Services
Contract Effective Dates: Dec. 2024-2025
Project Manager: Brian Drake and Donald Arthur

Objectives

Unison's objective is to help MSY reach its financial goals. These financial goals include maintaining a competitive cost structure for the airline tenants and users and to fund capital development in the most efficient way.

Unison has helped and continues to help MSY to accomplish these goals. MSY's new terminal opened in November of 2019 and MSY has maintained a competitive airline cost structure.

Scope of Services Offered:

Finance
- Financial Analysis
- Rental Car Analysis
- Airline Rates & Charges
- Arline Use Agreement & Leases
- CIP/LOI Funding Plans
- PFC Development
- Business Strategy Analysis
- Financial Feasibility Studies

Economics & Forecasting
- Analysis & Forecast (Aviation, Rental Car, & Parking)
- Benefit-Cost Analysis
- Local Economic Base Assessment

Concessions Management
- Program Evaluation, Comparable Airport Analysis & Benchmarking
- Tenant RFP Development, Outreach, & Proposal Evaluation
- Non-Aeronautical Lease Development & Negotiations
- Advertising, Rental Car, Phones & Other Concessions
- Tenant Design & Construction Coordination

Market Research
- Market & Survey Research
- Retail Trends & Local Market Analysis

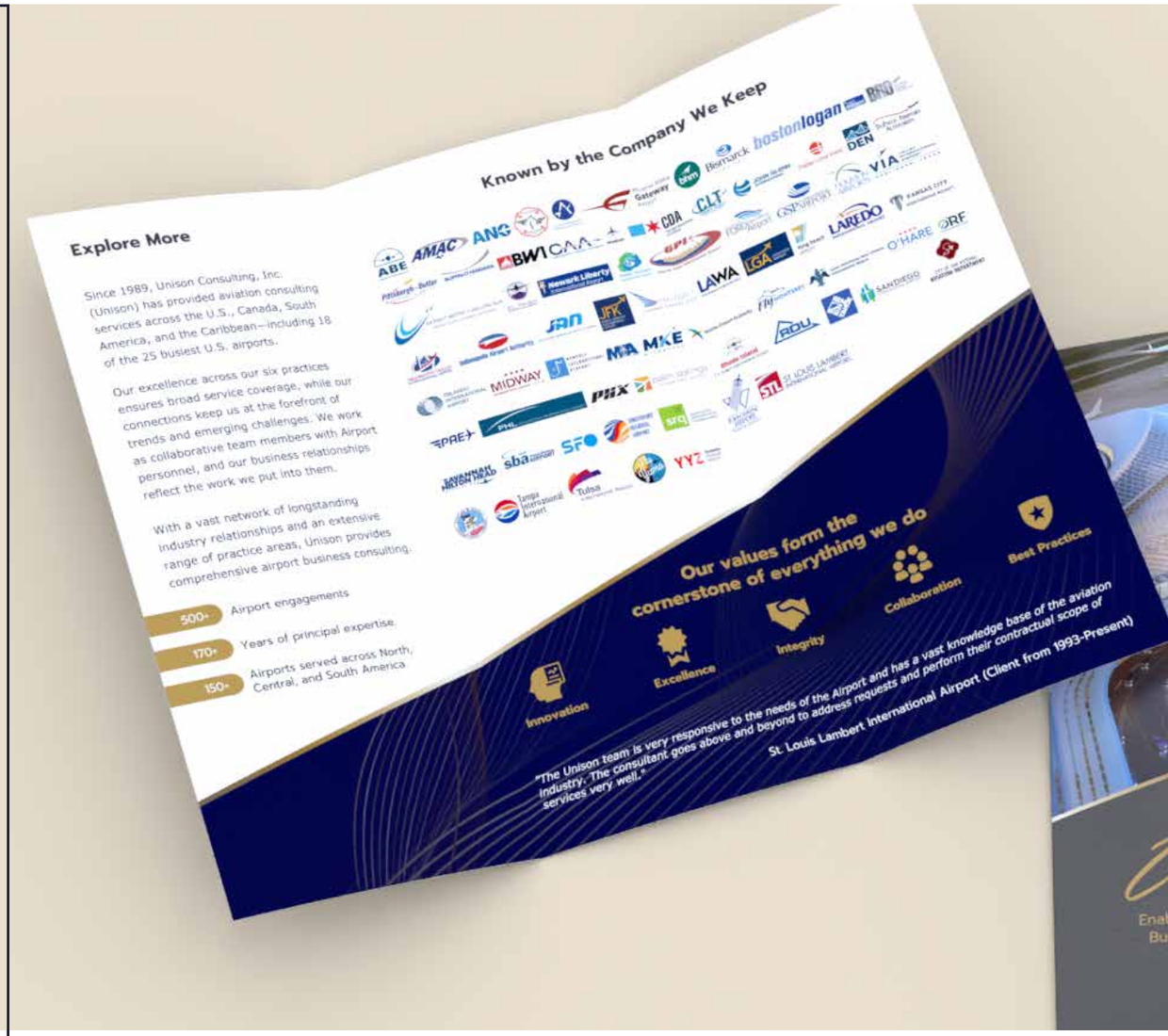
Relevant Experience

Comprehensive Capital Funding Plan

Unison assisted MSY in its strategies to fund a new terminal project, which included a public parking structure, roadway enhancements, and airfield improvements. Unison prepared a comprehensive funding plan, which considered all available funding sources, including Aeronautical Information Publication (AIP) funds (entitlements and discretionary), state funds, PFCs, airport cash flow, and revenue bonds. We updated the funding plan as the

Unison Consulting, Inc. - Enabling the Complex Business of Airports Page | 10





PRINT ADVERTISING

Full-page advertisement and brochure featuring redeveloped service area graphic.



DIGITAL ADVERTISING

LinkedIn updates on new hires, achievements, and invitations to arrange face-to-face time with Unison's business development manager at conferences.





Unison Consulting, Inc.
1,046 followers
6mo • Edited •

Unison Retail Management is proud to announce the top-performing tenants and concessionaires at O'Hare International Airport (**Chicago Department of Aviation (CDA) - O'Hare & Midway International Airports**), based on results from the 2025 Passenger Experience Program.

Mystery shops are conducted as anonymous visits to assess how well each concession aligns with O'Hare's standards of excellence. From store appearance to employee interaction, the program helps elevate the traveler experience while also identifying opportunities for continued growth.

Highest Scoring Tenants – Across All Categories
1st Place Overall: **Johnston & Murphy**
2nd Place Overall: **WHSmith**
3rd Place Overall: **Vosges Haut-Chocolat**

Top Performing Retail Locations – WHSmith (InMotion)
1st Place: InMotion – Terminal 3, K12
2nd Place: InMotion – Terminal 3, H1
3rd Place: InMotion – Terminal 1, B7

Top Quick Service Restaurant (QSR) - Across all terminals
1st Place Overall: Nuts on Clark – Terminal 2, E3
2nd Place Overall: Half Moon Empanadas - Terminal 3, Rotanda
3rd Place Overall: Torta Frontera – Terminal 3, K4

Top 3 Restaurant - Across all terminals
1st Place Overall: Beaudevin – Terminal 1, C17
2nd Place Overall: Bronze Pizza – Terminal 1, B7
3rd Place Overall: Connect to Chicago – Terminal 2, F3

The Passenger Experience program is part of a broader effort to support tenant success and ensure every passenger encounter reflects the quality and pride of Chicago.

About Unison Retail Management

Unison Retail Management oversees the concessions program at O'Hare International Airport in partnership with the Chicago Department of Aviation. Through strategic tenant support, operational excellence, and marketing innovation, Unison works to create an engaging and memorable experience for travelers while driving non-aeronautical revenue for the airport.





SPONSORSHIP

Door wraps with adhesive tear pad take away, floor panels, and meter boards.



BETH CHIN LLC

PRODUCER OF NEW HERITAGE

BUSINESS DEVELOPMENT + PROCUREMENT

New Heritage is a multidisciplinary cultural initiative developed by Beth Chin LLC exploring how contemporary art can help shape an evolving American cultural identity. As producer, I led the development of the **program's creative framework**, **curatorial strategy**, **public art initiatives**, **educational programming**, **community partnerships**, and **funding strategy**—connecting artists, cultural organizations, civic partners, and local businesses through a shared platform. I led grant writing and proposal development for **OH Art Foundation**, **Bridgeport Art Center**, and individual project-based funding opportunities, developing a coordinated funding strategy to support the initiative as a whole.

The project was designed not simply as an exhibition, but as a scalable cultural model: using Chicago neighborhoods as a site for testing how nationally relevant conversations around multiracial, multiethnic, and multicultural identity can become tangible through art, public space, education, and community participation.



METHODOLOGY

CHALLENGE: Developing ***New Heritage*** required translating a broad and complex cultural premise into a program that could be communicated clearly to funders, artists, institutions, civic partners, and the public. The initiative needed to balance national relevance with a strong Chicago identity while coordinating multiple exhibitions, commissioned artworks, educational programming, public art, community engagement, and neighborhood activation within a sustainable production and funding structure.

GRANT WRITING: I developed a unified grant strategy that translated the project's artistic vision into funder-specific narratives, budgets, outcomes, and partnership structures. Rather than treating each program as an isolated request, the strategy positioned ***New Heritage*** as an interconnected cultural ecosystem in which artist commissions, public art, education, documentation, and neighborhood programming each contribute to measurable artistic, civic, and economic impact. This framework allowed individual funding opportunities to support distinct components while maintaining a coherent overall vision.

STRATEGIC PARTNERSHIPS: I developed a partnership strategy designed to connect each component of ***New Heritage*** with organizations whose expertise, audience, or resources could expand its impact. Potential **collaborators included cultural institutions, universities, community organizations, civic offices, artists, local businesses, and national organizations** working within multiracial, multiethnic, and multicultural discourse. Partnerships were structured around mutual contribution—creating opportunities for collaborators to bring specialized knowledge, audiences, and resources to the project while extending ***New Heritage's*** reach beyond a single exhibition or venue.



CITY COUNCIL
CITY OF CHICAGO
COUNCIL CHAMBER

COMMITTEE VICE CHAIRMAN

COMMITTEE MEMBERSHIPS

NICOLE T. LEE

Graham Foundation
Madlener House
4 West Burton Place
Chicago, IL 60610
Telephone: 312.787.4071
info@grahamfoundation.org

Re: Letter of Commitment for Beth Chin's Corn

To the Graham Foundation,

The Office of Alderwoman Nicole T. Lee, 11th
application to the Graham Foundation's Grants t
Public Art Program, a component of the Bridges
and produced by the OH Art foundation.

The proposed public art initiative seeks to engage
in the collaborative design and creation of two co
along Morgan Street. Through community partici
aims to create lasting public artworks that celebr
and placemaking.

Our office recognizes the value of arts and cultur
engagement. We support the goals of this grant ap
develops. Pending the successful award of grant f
and permitting processes, our office is committed
help advance the proposed public art initiative. We
of the 11th Ward by encouraging community par
to Bridgeport's continued growth as a destination

This letter reflects our support for Beth Chin's ap
Community Placemaking Public Art Program.

Sincerely,

Alderwoman Nicole Lee
11th Ward, City of Chicago

OH Art Foundation

OH Art Foundation
1029 W 35th St. #308
Chicago, Illinois 60609
(773) 569-8582
info@ohartfoundation.org

Graham Foundation
Madlener House
4 West Burton Place
Chicago, Illinois 60610
Telephone: 312.787.4071
info@grahamfoundation.org

Dear Members of the Grants to Individuals Committee,

On behalf of OH Art Foundation, I am pleased to offer this letter of support for Beth Chin's application to the Graham Foundation's Grants to Individuals program, in support of her proposed Community Placemaking Public Art Program.

This program is part of "The Bridges," a multicultural festival of the arts co-led by artist and curator Beth Chin and myself, President of OH Art Foundation, and produced by OHAF. For more than thirteen years, OH Art Foundation has produced community-rooted artistic and cultural programming across Chicago, working hand-in-hand with community leaders, creative advocates, and partner organizations — and "The Bridges" reflects that same collaborative, cross-cultural practice.

Should grant funding be awarded, OH Art Foundation is committed to serving as the project's institutional partner. We will provide the resources to host the community engagement workshops and will support the initiative through coordination with community stakeholders, project administration, and ongoing collaboration across every stage of planning and implementation of the public art program.

This project reflects our shared commitment to expanding access to the arts, strengthening neighborhood partnerships, and demonstrating the role of public art in community development. We are proud to support Beth Chin's application and look forward to continuing our collaboration on this important initiative.

Sincerely,

InJung Oh
President, OH Art Foundation
8/7/2026

1029 W. 35th Street #308, Chicago IL 60609
info@ohartfoundation.org | http://ohartfoundation.org/



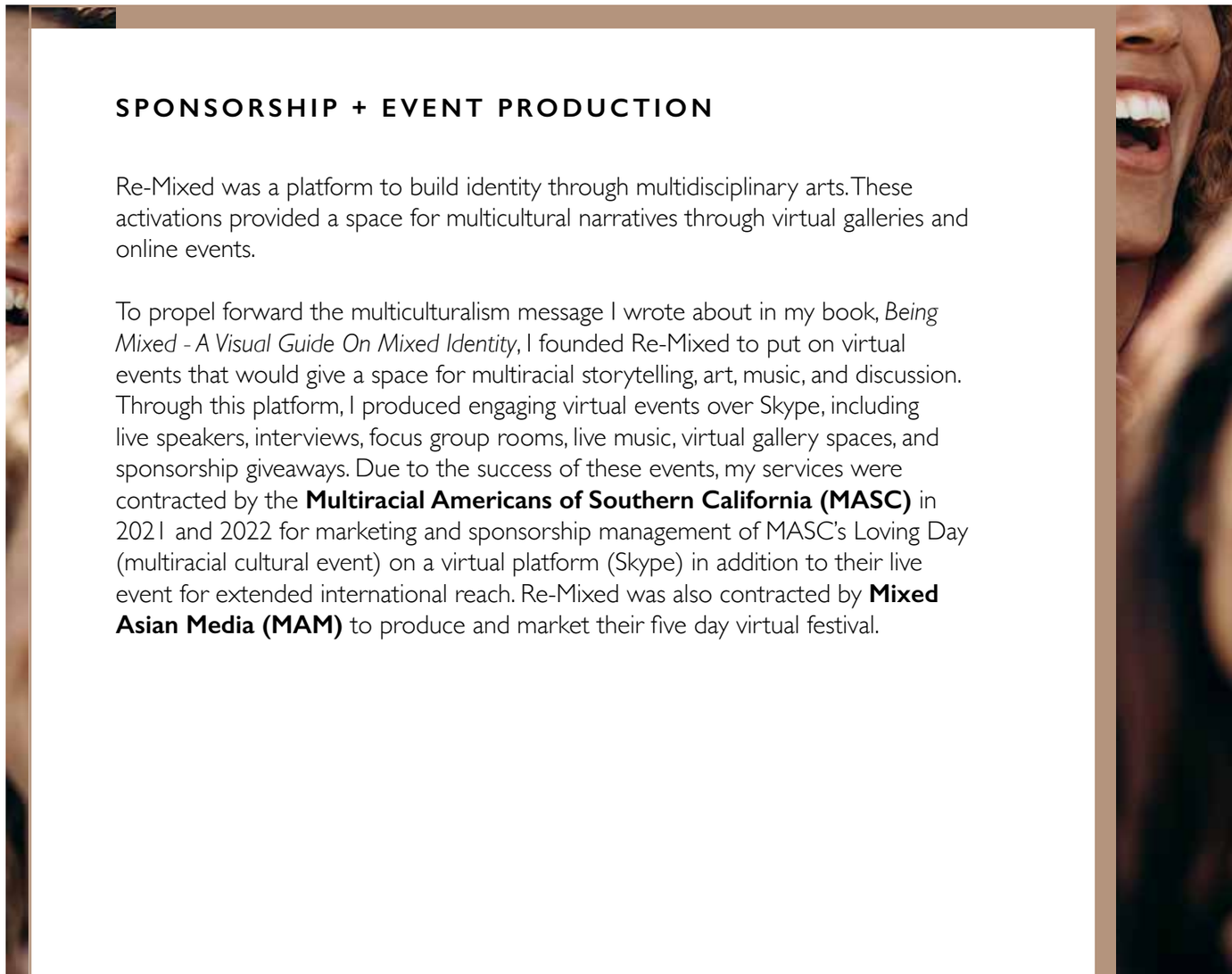
RE-MIXED

CO-FOUNDER + EVENT DIRECTOR

SPONSORSHIP + EVENT PRODUCTION

Re-Mixed was a platform to build identity through multidisciplinary arts. These activations provided a space for multicultural narratives through virtual galleries and online events.

To propel forward the multiculturalism message I wrote about in my book, *Being Mixed - A Visual Guide On Mixed Identity*, I founded Re-Mixed to put on virtual events that would give a space for multiracial storytelling, art, music, and discussion. Through this platform, I produced engaging virtual events over Skype, including live speakers, interviews, focus group rooms, live music, virtual gallery spaces, and sponsorship giveaways. Due to the success of these events, my services were contracted by the **Multiracial Americans of Southern California (MASC)** in 2021 and 2022 for marketing and sponsorship management of MASC's Loving Day (multiracial cultural event) on a virtual platform (Skype) in addition to their live event for extended international reach. Re-Mixed was also contracted by **Mixed Asian Media (MAM)** to produce and market their five day virtual festival.



METHODOLOGY

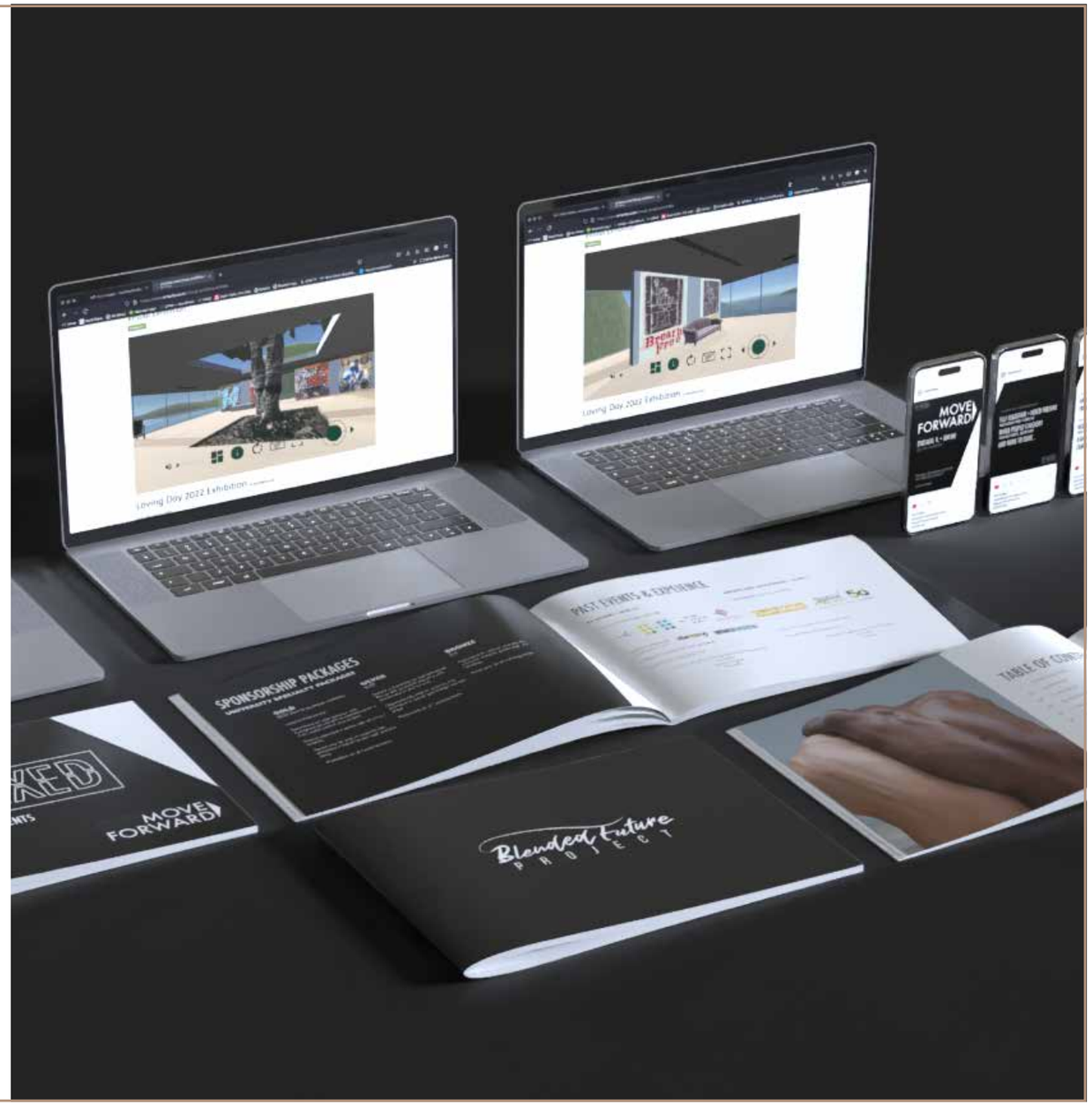
Being founded in the middle of COVID with no audience, Re-Mixed's goal was to form an international community through virtual gathering while at minimum breaking even in expenses.

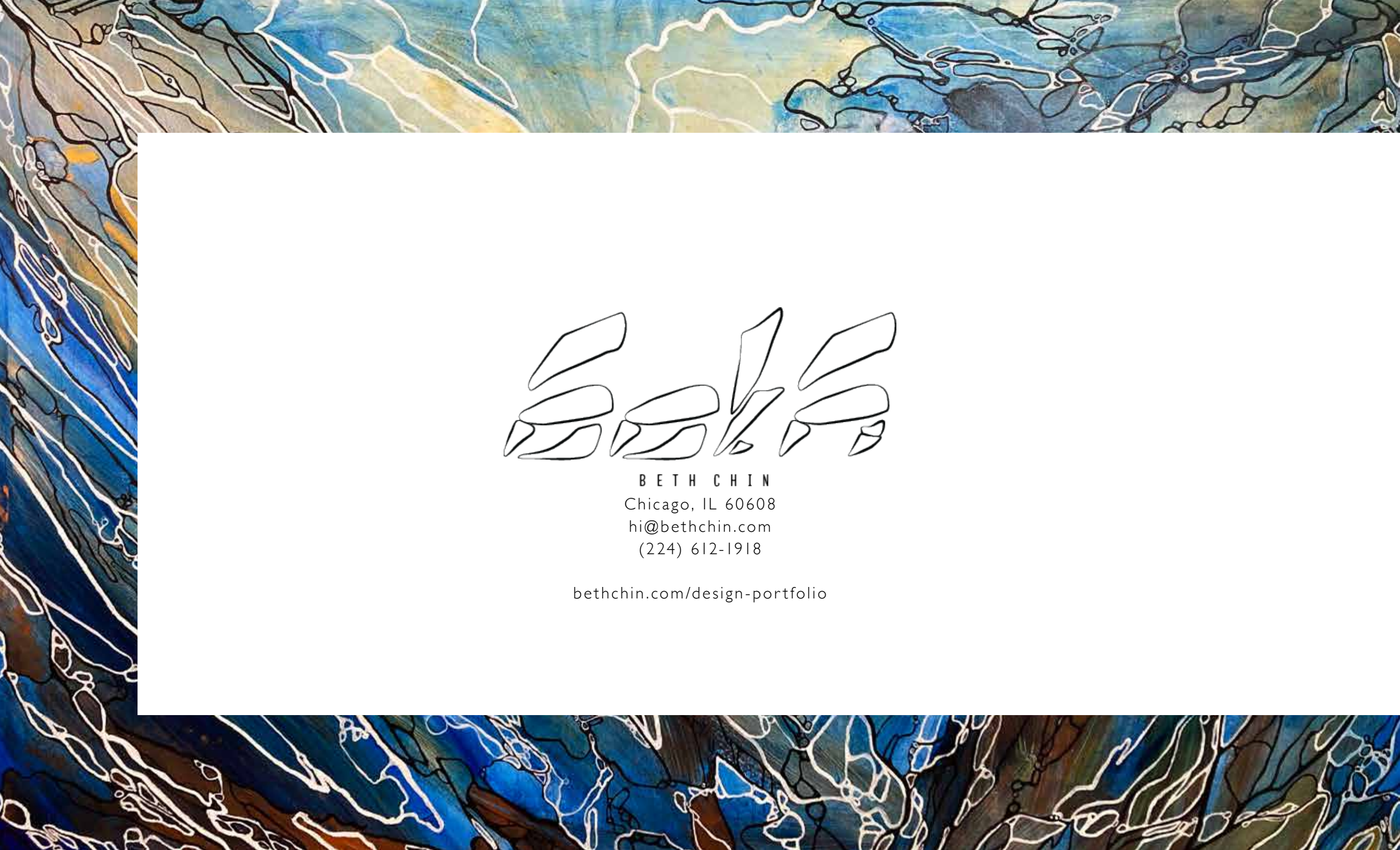
STORYTELLING: Re-Mixed was unique within its market in that it was the only platform that was combining arts with storytelling. As a method to build a space for multicultural people, I used this to Re-Mixed advantage and as a way of establishing a culture for multiracial people, and wrote this into all the marketing materials.

TALENT + FUNDING PROCUREMENT: Building Re-Mixed's network began by building the event program. I **sourced** 9 hours worth of entertainment by reaching out to each leader through Instagram. In addition to talent, I crafted an event giveaway. Clothing items, event tickets, signed books, and other goodies were provided optionally through our talent. Additionally, I developed a **sponsorship deck** and sent this out to multiracial businesses. From sponsorship outreach, we were able to procure 8 sponsors. Because we were able to procure over $1000 worth of sponsorship giveaways, we were also able to increase ticket prices to $30 per an event ticket.

SOCIAL MEDIA MARKETING: We were able to receive features from Mixed Present (18.9K followers) and other smaller media outlets. Additionally, we purchased Instagram/email marketing features from Mixed in America (29.3K followers).

Our virtual event had nearly 100 attendees. The Re-Mixed event also grew our client network and we attained three contracted jobs that followed the event. Following the event, we were also requested to interview over a handful of multicultural media outlets.





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