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*Creative Project Management: 19+ Years*

*Graphic Design: 19+ Years*

*In-House Art Direction: 11 Years*



# UNISON CONSULTING

## MARKETING + RFP STRATEGY

### MARKETING + RFP STRATEGY

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 losses, 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 losses, 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

 UNISON CONSULTING  
June 17, 2025

 Louis Armstrong New Orleans International Airport

### 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](mailto: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.

**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

**Scope of Services Offered:**

**Finance**

- Financial Analysis
- Rental Car Analysis
- Airline Rates & Charges
- Airline 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**

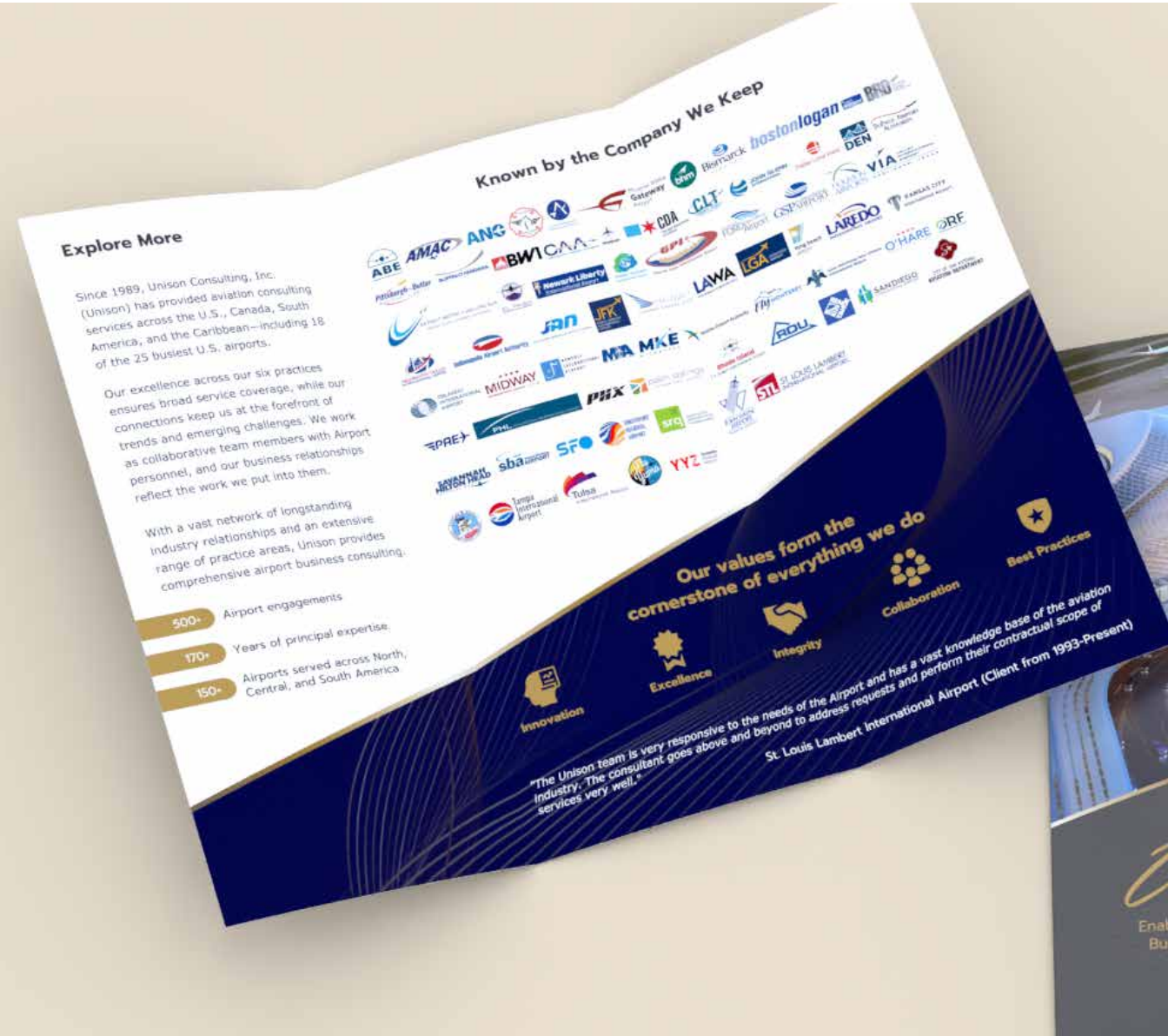
- Program Evaluation, Comparable Airport Analysis & Benchmarking
- Tenant RFP Development, Outreach, & Proposal Evaluation
- Non-Aeronautical Lease Development & Negotiations
- Advertising, Rental Car, Phones & Other Concessions
- Tenant Design & Construction Coordination

**Market Research**

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

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

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**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.

**O'Hare International Airport Recognizes Top Retailers in 2025 Passenger Experience Program**

Unison Retail Management is proud to announce the top-performing tenants and concessionaires at O'Hare International Airport, based on results from the 2025 Passenger Experience Program.

**1st**  
Johnston & Murphy

**2nd**  
InMotion

**3rd**  
Vosges Haut-Chocolat

Pictured top to bottom:  
1st Place Overall: Johnston & Murphy  
2nd Place Overall: WHSmith  
3rd Place Overall: Vosges Haut-Chocolat

**Unison Consulting, Inc.**  
1,046 followers  
6mo · Edited ·

Are you going to be at the AAE Annual Conference? Unison will be! Our team members will be featured in talks throughout the conference. If you run into us, ask about our new service offerings!

See you in Atlanta!

**97th Annual AAE Conference & Exposition**  
Atlanta, Georgia | June 8-10, 2025

Make sure to ask our team about our new services:

- Executive Master Plan
- Indirect Capital Cost Allocation

**See you there!**

For more information, contact Ian Redhead, CM:  
ianredhead@unison-uog.com

**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

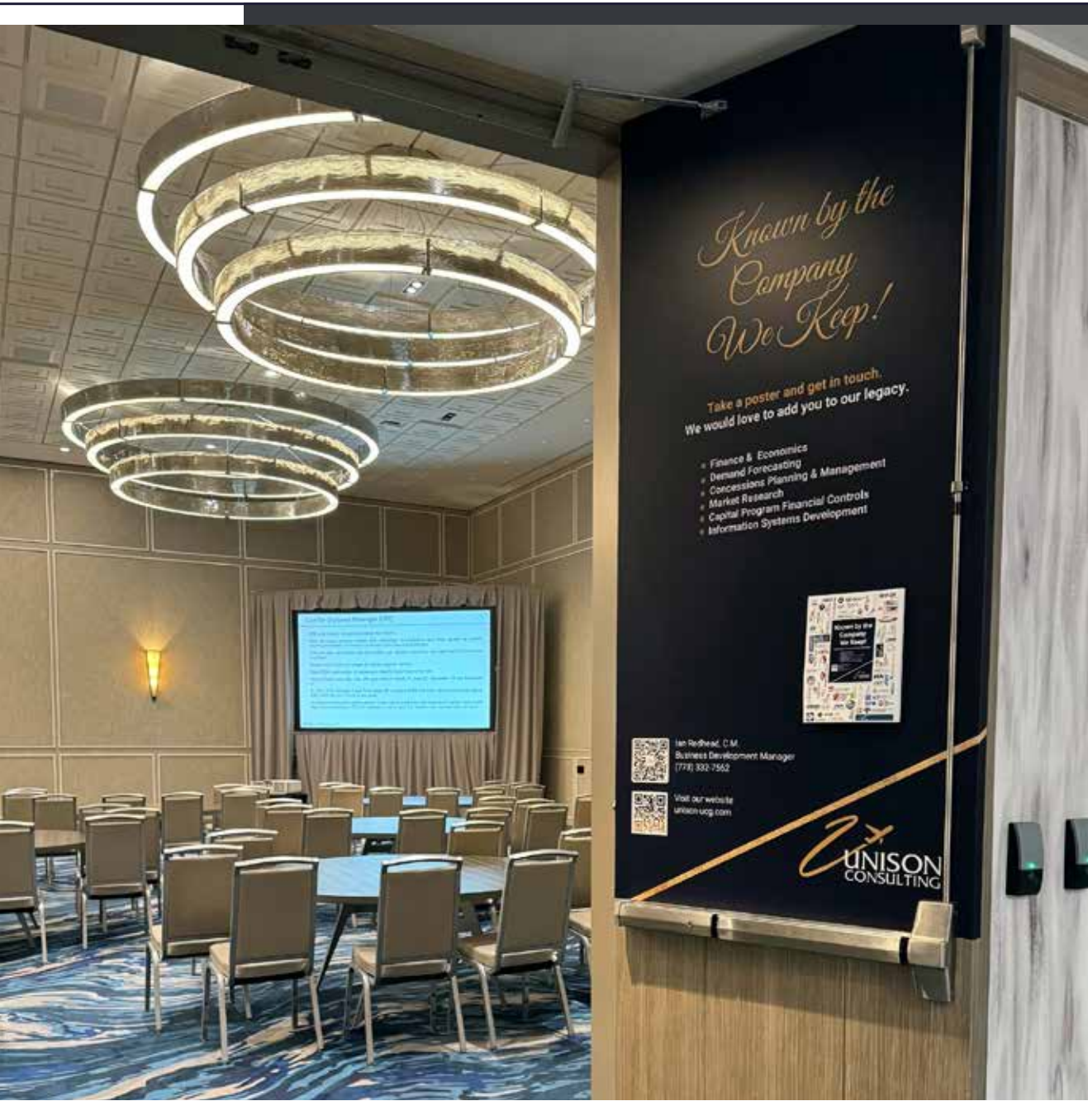
### Top 3 Restaurant – Across all terminals

- 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.

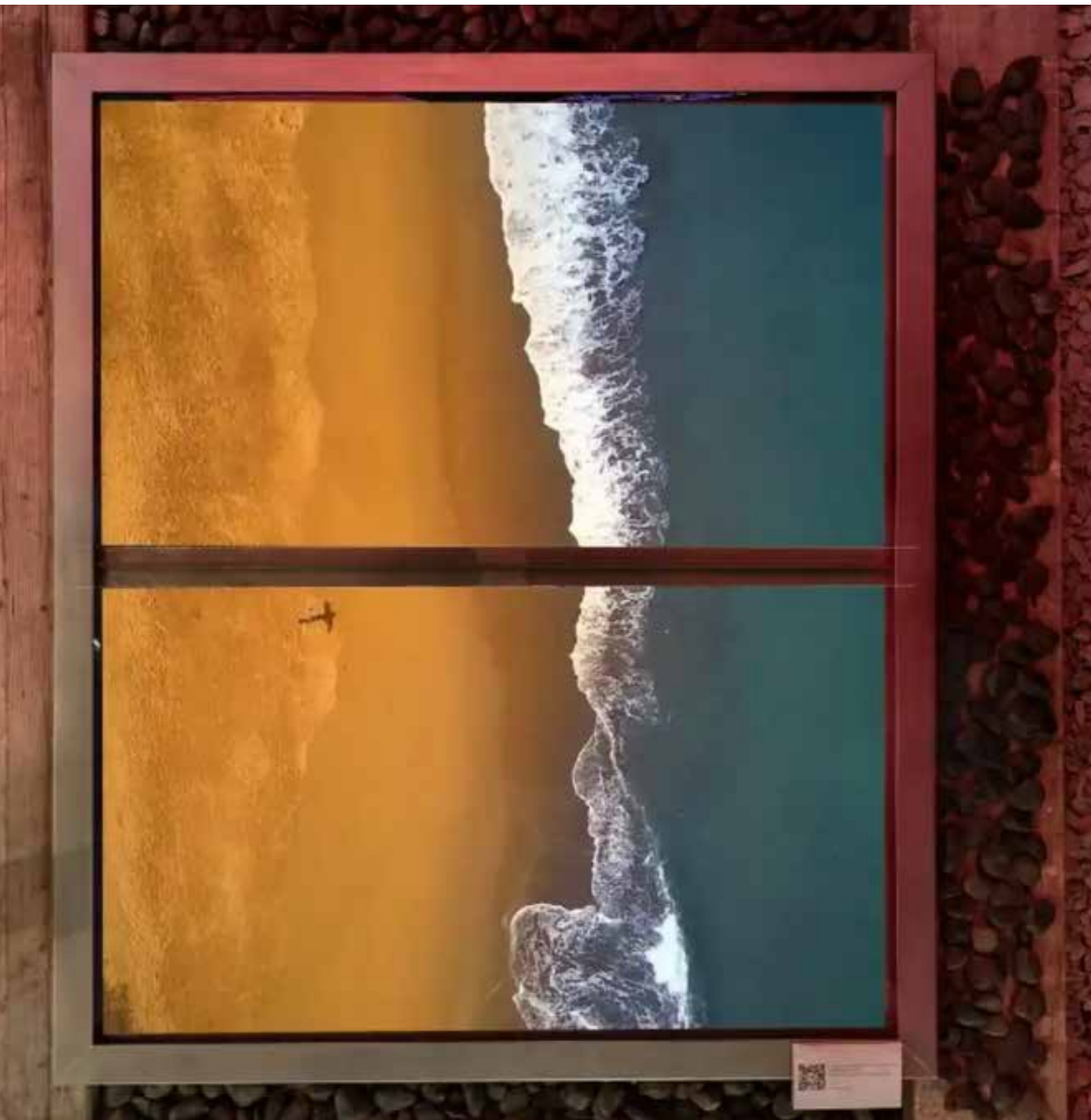
### About Unison Retail Management

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.



## DERBELIGHT

ART DIRECTOR

### TREND AWARENESS + TALENT SCOUTING

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 **Eib. 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**.

**TREND APPROACH (2018-20):** 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.





**RE-MIXED**  
CO-FOUNDER + EVENT DIRECTOR

### STRATEGIC PARTNERSHIPS

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.

**SPONSORSHIP:** 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.





## COOK COUNTY HEALTH

LEAD ARTIST

### STAKEHOLDER ALIGNMENT

The Cook County Health Foundation put together a community based mural project for four locations in Chicago. Their goal was to build trust and engagement between the health care sites and its communities, build neighborhood pride, and increase awareness of the benefits of the public health care system. After submitting my application and interviewing, I was selected as lead artist for the Cook County Health professional building, the largest wall of the three.

CCH had previously selected the structure of the project. There was to be three meetings with CCH stakeholders to review and finalize design. After this milestone, CCH worked with a vendor to print the design onto polytab, where I was to turn the sheets of polytab into a large paint by number for two community paint days held at in the hospital's lobby. I would be joined by CCH staff, patients, and community neighbors to paint between the lines. After the community paint days, I was to take the paintings to my studio to finish the works. CCH would then install the artworks onto the lobby's wall.

The murals were featured on **WTTW**, **CBS News**, and **FOX News Chicago**.

## METHODOLOGY

**CHALLENGE:** Cook County Health (CCH) has had a long-standing tradition of incorporating artworks into their building. Finding a way to incorporate new artwork that would compliment their gallery of existing artwork was a challenge for this project.

**STAKEHOLDER MAPPING:** During **stakeholder meetings**, staff reminisced over the Stoger building's architectural beauty and long standing history within their community. A particular favorite artwork among their collection was, "Protection", depicting a woman holding two children close to her. I took a **walkthrough** to see the diverse range of artwork that the community had collected ranging in style, medium, age, size, faith, and racial identity.

**INTERPRETATION:** I designed the mural, "Nurture," to accompany the statue, "Protection", depicting a paternal care figure holding two children close to him. The sizing of the mural offered an opportunity for the viewer to literally "look up" to the hospital staff, as an honor for the people who make CCH's work possible. The scrubs of the staff member are a mix between the surgical green and nursing blue to include all employees. The setting takes place outside the Professional Building, where in the reflected glass, the viewer can see the original Stoger building. Set in gold, the reflection honors the facility's achievements. Bright tones of blues, greens, and purples have been derived from the lobby's upholsteries accompanying rich neutrals from the city's natural environment. During the community paint days, I employed the services of one artistic community member to assist me in retouching the mural after community involvement.



*"In the words of Keith Haring, 'art should be something that liberates your soul, provokes the imagination and encourages people to go further,'" said Commissioner Dennis Deer. "This piece of art does just that for me. It meets at the intersection of family, healthcare, community and the human spirit cohabitating. Thank you to the wonderful artist and all those involved in making this a success."*



## ART EXPRESSIONS

FINE ART COORDINATOR / ART CONSULTANT

### BRAND POSITIONING

Art Expressions offers art consulting services for healthcare across the US. I was hired initially for Art Consulting and asked to return due to successful RFP responses and capability of finding trending, talented, and local artists.

In addition to fine art coordination and RFP/proposal development, I designed environmental wall graphics for OSF Healthcare system in Peoria, IL and Children's Health in Plano, TX to compliment healthcare wayfinding systems. Working with the client and the vendor, AR integration systems were developed to further enforce wayfinding themes and add deeper levels of interaction for the children at the hospital.

Additional responsibilities included photographic manipulation, color theory and color matching, print production quality control, fine artwork coordination, and artist database management.

## METHODOLOGY

**CHALLENGE:** Art Expressions had recently updated their logo and **branding**, which was in the early stages of being incorporated into company documents and templates. One aspect that made this more challenging than a typical brand refresh was incorporating branding into layout for artwork-centric pages without overpowering the design with the firm's bright oranges, teal, and purple branding colors.

**LAYOUT DESIGN:** Bringing at least a decade of experience working with the Adobe Creative Suite and having a strong sense of **layout**, I was able to provide Art Expressions with a skill set that none of the other designers had for their RFPs, proposals, and presentations. I used both branding colors and compliments of brand colors to reinforce firm identity while complimenting proposed artworks. This also helped to **visually categorize sections**, reducing the feeling of document length. Spatial layouts and **copy editing** provided information in digestible amounts and further increased readability.

Ultimately, Art Expressions began winning additional work opportunities. In 2023 alone, I contributed in winning the firm 8 proposals, amounting to at least \$1M of work. Additionally, these proposal submissions have connected the organization with 8 or more new healthcare systems throughout my time working here. Art Expressions also still uses the templates I created for their proposals to this day.



## ART SOURCING

I was also asked to return to Art Expressions due to my ability to discover talented artists in various locations local to the firm's clients. In 2023, I brought in 1000+ new artists into the company database, procured 100+ artwork samples, and developed an inventory system for artist samples.



## SOCIAL MEDIA ADVERTISING

Marketing finished services, renderings, interior finishes integration, and installations over Instagram and LinkedIn. Photo editing, quality checking, and color theory are pivotal portions of the process.



## ENVIRONMENTAL WALL GRAPHICS

4 Graphic Murals for OSF On-Call Center in Peoria, IL. Designed in Adobe Illustrator.