

Beth Ross

596 Swanton Road, Davenport CA 95017 p 831.469.3512 e info@bethross.net www.bethross.net

Professional Experience

2000 - present

Beth Ross Art Works, Davenport, CA.**Art Director, Digital Services Provider**

Working with fine artists, book-makers, small businesses and non-profits; providing creative design solutions, digital asset management, project coordination and in-house production services for web and print.

Extensive background in fine and graphic arts. Expertise in digital photography, imaging, color management and Adobe CS5. Agility and determination to meet client ambitions efficiently and effectively. High regard for quality control, collaboration and customer service. Resourceful by nature, a hands-on learner, and a stickler for detail.

Fine Artist**

Active studio practice and exhibition schedule. Photo-based pigment prints and more recently, sculptural works shown in California, with exposure and collectors in the U.S. and abroad.

Active in community arts and bringing arts to the community. Founding member of *Arte Motu*, a non-profit arts group promoting "localization" through art. Active member local artist collectives: *South Coast Artist Alliance (SCAA)*; *Swanton Artisans*. Chairperson, Hanging Committee, *Pescadero Art & Fun Festival (PAFF)*. Support local outreach, environmental, Aids and burn survivor programs.

1993 - 2000

Thurston Productions, Inc., Digital Imaging Service Bureau, San Francisco, CA.

Instrumental in the rapid growth and changing foci of this company—a forerunner in the San Francisco Bay Area to embrace digital film (leaf) recording. **Key contributions** include:

—*Parlayed visual arts expertise into high-end photo-retouching and compositing;*
 —*Adopted, managed, defined administrative procedures, project coordination, digital workflows;*
 —*Progressive absorption and mastery of software and hardware;*
 —*Elevated company's reputation for quality product and services.*

Digital Specialist, (1995-2000) Presentation and design services: scanning, retouching, compositing, color management, film output for corporate art departments, photographers and fine artists.

Production Coordinator (1994-1995) Communications, project management, quality control.

Assistant Office Administrator (1993-1994) Reception, messenger services, invoicing, clerical.

1987 - 1993

Multi-image Production Artist, Freelance production assistance, San Francisco, CA.

Thurston Productions, Miidi Corporation, Ron Halbert Productions, Jack Morton Productions, The Kenwood Group, Hershey Multi Media, Barbara Walters Photography, Chevron Corporation.

1984 - 1995

Set Designer, Scenic Artist, Sacramento – Santa Cruz, SF Bay Area, CA.

Survival Research Labs, Nesting Dolls, Theatre Artaud, One Act Theater, Victoria Theater, Eureka Theater, Footworks, Woodminster Ampitheater, Lamplighters, Angels of Light Productions, Diablo Light Opera Company, Shakespeare Santa Cruz.

Proficiency: Software**Proficiency: Language****Education**

Adobe CS5 (expert Photoshop,) Microsoft Office, Quark, Filemaker Pro, Quickbooks.

French (fluent,) Spanish, Italian (competent.)

1981

B.A. Fine Arts, B.A. French, **Cum Laude, Dean's List**, *University of Massachusetts*, Boston, MA.

1979

Certificat de Langue Francaise, Cours de Civilisation Francaise, *La Sorbonne*, Paris, France.**Continuing Education**

2011

TVOT 2011, Yerba Buena Center for the Arts.*Photoshop CS5*, Kelby Training Seminar.

2010 - present

SF Photoshop Users, Creative Suite Lovers, Meetup Groups.

2008

Web Design, Digital Media Academy, Stanford University*Adobe InDesign CS5*, Kelby Training Seminar.

2004

Photoshop World, NAPP, (National Association of Photoshop Professionals.)

1997

Advanced Photoshop, Portfolio, SFSU Media Center, Lisa Lopuck.

1996-97

Color Management Seminar, Scanning Success Seminar,

DPA Communications, Michael Kieran.

1996

Photoshop for Photographers, SF Photo Metro, Judy Dater, Jon Warren Lentz.** Please visit bethross.net/resume and bethross.net/news for expanded information about exhibitions and awards...

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Community

- 2010 **Native Sons Hall, *The Burned Man***, Benefit and Silent Auction, Pescadero, CA.
Chief organizer and fund raiser, pro bono. Please visit www.burnedman.org.
Santa Clara Valley Medical Center Burn Foundation, Santa Clara, CA.
Artwork donation, annual fund raiser.
- 2009 – present **Arte Motu**, Founding member non-profit arts group, promoting “localization” through art; benefiting Central Coast school art programs. Please visit: www.artemotu.com.
—2011 outdoor sculpture installations, Central Coast, CA:
Capradero, A Lot of Fish-Goats.
Hearts on the Coast.
—2011 group art exhibits:
LaDiDa, Half Moon Bay, CA.
Half Moon Bay Public Library.
—2010 outdoor sculpture installation in Pescadero, CA:
Capradero, A Lot of Goats.
—2010 group art exhibits: **Sullivan's**, La Honda, CA.
—2009 group art exhibits: **LaDiDa**, Half Moon Bay, CA.
- 2007 - present **PAFF, Chairperson, Hanging Committee**, I.D.E.S. Hall, Pescadero, CA.
Annual show, space configuration and installation of +/- 300 art works.
- 2005 - present **DRSC**, annual *Cinco de Mayo Celebration*, Davenport, CA.
Raffle donations in support of **The Davenport Resource Center** whose "mission is to assist & strengthen families and individuals on the North Coast [of Santa Cruz County.]"
- 2004 - present **Swanton Artisans, Artist Member and graphic artist**, Davenport, CA.
Annual group sale at Swanton Berry Farm; raffle proceeds to community member(s).
- 2003 - present **SCAA, Artist Alliance Member**, Pescadero, CA.
Annual group show, proceeds fund **Pescadero School** arts programs.
- 2004-05, 2007-09 **Art for Aids, Annual Auction at Bonhams & Butterfields**, San Francisco, CA.
Artwork Donations in support of **UCSF** programs.
- 2004, 2006, 2009 **Cultural Council of Santa Cruz County, Open Studios Art Tour.**
Santa Cruz Art League, Open Studios Art Tour Preview Exhibit.
Participating artist.
- 2004 - 2007 **LACDA, SNAP to GRID, the UNjuried competition.**
Participating artist in support of **Los Angeles Center for Digital Art.**
- 2004 **Highway One Studios, Simple Treasures**, Davenport, CA. Event host, participating artist.
Proceeds to **Wildcoast International Conservation Team.**