

CLAY CLUSTER

claycluster@gmail.com

www.claycluster.com

ART DIRECTOR / EDUCATOR / PROGRAM MANAGER

CREATIVE VISION | POWERFUL EXECUTION

...committed to excellence with a solid reputation for igniting excitement and building steps towards success

Goal: Creative thought producer and visual art analyst seeking an opportunity to serve as a strategic problem solver, contributor and catalyst for a mission-driven organization.

Innovative and highly versatile Artist, Educator, Business Owner and Marketer offering two master's degrees in Media Design and Fine Arts backed by more than 14 years' experience working in collegiate and secondary education environments.

PROFESSIONAL PROFILE:

- **Passionate and award winning artist**, respected educator and art judge; expert at translating a vision into a tangible result through compelling art.
- **Talented marketing strategist**, overseeing the development, refinement and maintenance of visual design related to brand development across all touch points.

Core Competencies:

Program Management ~ Budget Management ~ Branding Identity/ Management ~ Art Management
Adobe Creative Cloud ~ InDesign ~ Illustrator ~ Photoshop ~ Curator of Art

PROFESSIONAL EXPERIENCE

ANGELS CAFE, Brunswick, GA Assistant to the GM Worked closely with the GM in the day to day operation of a small cafe. Everything from washing dishes to running the front of the house greeting customers.	2016 – 2017
CONTRACT ARTIST, St. Simons Island, GA Designer Free Lance 2D and 3D commercial products. Continued to Sub Contract for Watermarks and 5 th Street East. Developed designs and manufacturing techniques and implementation for a custom GFRC table top company.	2015 – 2017
5 TH STREET EAST DIGITAL CREATIVE AGENCY, St. Simons Island, GA Designer Team member tasked with conception and implementation blogger "Sara Cornell/Life After Married" and brand identity.	2014
WATERMARKS PRINTING, St. Simons Island, GA Art Director Project management, graphic design, and client relations.	2013 – 2014
COLLEGE OF COASTAL GEORGIA, Brunswick, GA Adjunct Faculty – Art Appreciation / Freshman Study Skills Seminar (Jun 2010 – 2013) Drawing I & 2, Painting I, Two Dimensional Design, Art Appreciation, Freshman Study Skills Seminar (2007-2009) Participate in department and college committees; administrative responsibilities include curriculum development, evaluation, instruction, grading, student recruitment and program strategy. <ul style="list-style-type: none">• Leverage a decade of arts analysis/entrepreneurial experience to present real-world case studies and examples that enliven the classroom and prompt further study.• Serve as an accessible, informal advisor and point of contact for students to assist with career and academic decisions.	2007 – 2013
LOGAN HIGH SCHOOL, Logan, UT Art Teacher Foundations, Drawing I, Painting I, Photo I, Ceramics, Stage Set Design and Construction	2003 – 2007

- Used innovative methods and materials to produce effective learning experiences including cooperative learning, thematic instruction and differentiation.
- Maintain an unwavering belief that each student has a capacity for excellence and learning.
- Coached students on their performance; worked collaboratively with school administration and parents to partner in student success; provided feedback on students' progress and discussed areas needing improvement and additional work.
- Well versed in the use of formal/informal assessment strategies to evaluate student progress; recognizing student differences in background, experience, ability, and learning style; and the use of effective communication to foster student learning.

CLAY CUSTER STUDIO, Watkinsville, GA

1996 – 1997

Studio and Gallery Owner / Art Director

Oversaw all aspects of the business including infrastructure development, client engagement, relationship management, establishing a sales pipeline, marketing (digital, print, referral) and contract negotiations.

Managed all gallery communications and branding engines including website design, brand campaigns, online and offline marketing projects, email and communication, sales projects, and third party/partnership efforts; ensured a consistent brand experience and visual message across all points of contact.

- Developed professional business relationships with new and existing clients.
- Designed, developed and implemented innovative strategies to increase artistic quality of the company

Additional Experience

Digital Photo/Photoshop Adjunct Faculty, Utah Valley University, Orem, UT, Spring 2010

Drawing I Adjunct Faculty, Westminster College, Salt Lake City, UT, Spring 2010

Art Appreciation Adjunct Faculty, Chattanooga State Technical Community College, Chattanooga, TN, 2002

Drawing I, Two-Dimensional Design, Adjunct Faculty, Utah State University. Logan, Utah, 2000

Two-Dimensional Design, Adjunct Faculty Graduate Instructor, Utah State University, Logan, UT 1997 – 2000

VISITING ARTIST AND ARTIST-IN-RESIDENCE WORKSHOPS

Visiting Artist. Southern Adventist University. Student critiques and artist statement development. Collegedale, TN

February 2002

Artist-in-residence. Chattanooga State Technical Community College. Painting Workshop. Chattanooga, TN .

January 2002

Artist-in-residence. The Baylor School. Painting workshop. Chattanooga, TN

May 2001.

OTHER PROFESSIONAL EXPERIENCE

Juror. Frederica Academy, St. Simons Island, Georgia (*preparatory school*). 2009

Juror. USS Georgia Return to Service Art Contest, Brunswick, Georgia (*state wide Public Schools*). 2008

Figure Drawing Workshop Instructor. Alliance for the Varied Arts. Logan, Utah, 2007

Juror. Thomas Edison Charter School. Hyde Park, Utah, 2006

BIBLIOGRAPHY

Georgia's Coastal Illustrated. "Palm Coast" Exhibition Review. St. Simons Island, Georgia. Issue 950. Page 6, August 2007

The Brunswick News. Krista Harris "Today's People" Artist Interview. June 28th 2007

The Grizzly, The Logan Herald Journal. Elaine Taylor "The Colorful World of Clay Custer." January 26th, 2007.

Cache Valley Today, KCVB-CA. Television interview. December 11th, 2006

Cache Magazine, The Logan Herald Journal. "The Colors of Clay Custer." November 24th - 30th, 2006

The Cache Citizen. Jenni Jones, "Paintings take on a new dimension." Artist Interview. February 24, 2000

Georgia's Coastal Illustrated. "Villagers & Company" Exhibition Review. St. Simons Island, GA. Vol. XXVII Issue 693. Pg 7, 1997

Oconee Life. Bob Marable, "Oconee Arts" Artist Interview. Volume 1, Issue. 3 Watkinsville, Georgia. December 1996

The Flagpole. Melissa Link, "Art Patrol" Exhibition Announcement. Athens, Georgia. May 1996

EDUCATION

Media Design Master of Fine Arts, Full Sail University, Winter Park, FL, 2013

Master of Fine Arts in Painting, Utah State University, Logan, UT, 2000

Bachelor of Fine Arts, Painting, University of Georgia, Athens, GA, 1996