



Josie Booth

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503.232.1427

SOFTWARE EXPERIENCE

InDesign

Illustrator

Photoshop

HTML/CSS

Flash

Acrobat Pro

Microsoft Office

iWork

Mac OS/Windows

COMPETENCE

Advertising Ad Campaigns

Interactive Advertising

App Design

Art Direction

Brand Strategy

Collateral

Corporate & Restaurant Identity

Illustration

Mood Boards

Photography

Social Media

Wireframes & Mock-ups

PROFESSIONAL PROFILE

Adept and seeking fresh creative challenges in advertising, branding, design, marketing and strategy, dial-in client facing and presentation skills. Ideation plus crafting messages to design and produce print, social media, interactive advertising, mobile, tablet and web.

EXPERIENCE

NORTHWEST ELECTRONICS | Packaging Designer | Contract

MARCH 18 - 27 2013 | MILWAUKIE, OREGON

Design of brand identity & packaging of electronic accessories fast-moving consumer goods (FMCG), that extends to advertising, visual design and merchandising of store environments. Mocking up new product packaging . Creating product packaging press-ready files. Editing photography and creating custom illustrations.

OREGON ENVIRONMENTAL COUNCIL | Graphic Design Intern

SEPTEMBER 2012 - DECEMBER 2012 | PORTLAND, OREGON

Assisted in designing and producing print, digital, social media and web. Collaborated with marketing team in crafting messages via written and visual design. Design of Twitter, Facebook pages, interactive company literature and fact sheets.

DEXONE | Graphic Designer

JUNE 2000 - DECEMBER 2008 | PORTLAND, OREGON

Advertising design, concepts and graphic design, typography, ad layout and artwork. Image manipulation, composition, cropping, color correction and grayscale enhancement for black & white. Adhered to branding and ad specifications, showcased elements of personal design style, expression that promoted the advertiser's business or service.

Key Achievements:

- Focused attention to detail and creativity in problem solving.
- Worked well under pressure and tight timelines.
- Acquired strong organization and time management skills.

HAVAS INTERACTIVE INC. | Animation Colorist

JUNE 2001 - JULY 2001 | PORTLAND, OREGON

Worked with an Animator, utilized Flash and Photoshop. Custom mixed palettes to designated RGB color combinations. Colorized and painted a cartoon feature.

U S WEST DEX | Graphic Coordinator

NOVEMBER 1996 - MAY 2000 | PORTLAND, OREGON

Acted as a liaison between sales, customers and field managers concerning directory ads. Investigated and resolved discrepancies that prevented errors, reduced claims and losses.

U S WEST DIRECT | Graphic Designer - Project Administrator | Manager

JULY 1994 - OCTOBER 1996 | PORTLAND, OREGON

Marketing & Branding: Print collateral. Project Management: All phases of the design, production and printing process for collateral. Worked within an established budget, corporate identity and brand standards. Set-up print schedules, obtained print bids with vendors in accordance to deadline and project scope.

Key Achievements:

- Successfully completed client/customer projects under tight deadlines.
- Established trusting relationships with sales, customers, clients, field managers and support functions.

EDUCATION

The Art Institute Of Portland | Graphic Design | Bachelor of Fine Arts

Portland State University | Web Design Certificate

Portland State University | Graphic Design | Bachelor of Science

ORGANIZATION

AIGA

AWARDS

Dex Media 2007 - Recognized for customer satisfaction in graphic design concerning business ad design.

Dex Media 2007 - Quality Award - Audit Project that saved 529 errors and \$130,000 monthly in at-risk revenue.