**Josie Booth**[josiebooth@fastermac.net](mailto:josiebooth@fastermac.net)  
josiebooth.com  
**503.232.1427**

**PROFESSIONAL PROFILE**

Experience in Advertising, Animation, Graphic Design, Marketing Communication, Sales Promotion, Photography, Print, Project Management, Packaging Design, Publication Design, Retail, Social Media, Tradeshow, Web Design and Visual Display.

**SOFTWARE EXPERIENCE COMPETENCE**

InDesign Advertising Ad Campaigns

Illustrator Interactive Advertising

Photoshop App Design

HTML/CSS Art Direction & Production

Flash Brand Strategy

Acrobat Pro Collateral

Microsoft Office Corporate & Restaurant Identity Illustration

iWork Mockups

MailChimp Prototyping

Mac OS/Windows XP User Experience

Wireframes

**PROFESSIONAL EXPERIENCE**

**Northwest Electronics | 3/2013 – now |** Packaging Designer **| Contract**

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.

**One Grand Gallery | 2/2013 - now |** Gallery Design Intern

Assist in the planning of exhibitions and art related events.

Assist in maintaining and building relationships with artists, collectors and galleries.

Coordinate marketing and social media initiatives related to the collection.

**Oregon Environmental Council | 9/2012 - 12/2012 |** Graphic Design Intern

Assisted in designing and producing print, digital, social media and web that increases awareness of OEC. Collaborate with marketing team in crafting messages through written and visual design. Design of Twitter, Facebook pages, interactive company literature and fact sheets.

**DexOne** (Dex Media) **| 6/2000 - 12/2008 |** Graphic Designer

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

Key Achievements:

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

• Recognized for customer satisfaction in graphic design concerning business ad design.

**Havas Interactive Inc. | 6/2001 - 7/2001 |** Animation Colorist

Worked with an Animator utilized Flash and Photoshop. Colorized and painted the cartoon feature to designated RGB color combinations.

**U S West Dex** (formerly U S West Direct) **| 11/1996- 5/2000 |** Graphic Coordinator

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

**U S West Direct 7/1994 -10/1996 |** Graphic Designer Project Administrator - Manager

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, vendors  
 and support functions.

**EDUCATION**

Bachelor of Fine Arts, Graphic Design, The Art Institute Of Portland.

Web Design Certificate, Portland State University, Portland, Oregon.

Bachelor of Science, Graphic Design, Portland State University, Portland, Oregon.

**ORGANIZATIONS**

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.