



EDUCATION

Seattle Central College

Seattle, WA
Associate of Applied Science
Graphic Design, 2014
Dean's List

The School of the Art Institute

Chicago, IL
Bachelor of the Fine Arts, 1998
Merit Scholarship Recipient

The Slade School of Fine Art

London, U.K.
Student Exchange Program, 1997

SKILLS

Graphic Design

Art Direction
Branding & Identity
Color Theory
Concepting
Photography
Print/Layout Design
Project Management
Typography

Software

Adobe Illustrator
Adobe InDesign
Adobe Photoshop

User Experience/Interface

Information Architecture
Rapid Prototyping
User Research & Testing
Wireframing

Web Design

HTML5, CSS3
Responsive Design
WordPress

MICHELLE BOOTH | GRAPHIC DESIGNER

EXPERIENCE

Sexton Vision Group

Graphic & Web Designer/Developer | 2013 to Present | Tacoma, WA

- Designed and developed responsive website on WordPress platform, including SEO optimization and social media integration
- Created company logo and identity suite including business cards, letterhead and shop signage
- Produce digital and print marketing materials and maintain website

Blümgarten & Company

Event Designer & Studio Manager | 2003 to 2013 | Chicago, IL

- Involved in all facets of the design, planning and execution of special events including client meetings, writing and revising design proposals, contract negotiations, conducting site visits, coordinating with outside vendors, managing venue interactions, and creating production schedules and timelines
- Guided implementation of marketing strategies, including art direction and production of promotional materials and website
- Responsible for supervision and general human resource needs of all full-time and freelance staff members including job assignment, scheduling, payroll, and recruiting

Chi★Town Sirens Roller Derby

Event+Marketing Director | 2005 to 2007 | Chicago, IL

- Managed event coordination and marketing for 7 large-scale roller derby events per year (400+ guests), including marketing strategy, creation of website and other promotional materials, event set-up and volunteer coordination
- Oversaw planning of all non-sporting events including site selection, contract negotiation, event marketing and staff coordination for fundraisers and social events

MBooth Photography

Freelance Photographer/Assistant | 1998 to 2004 | Chicago, IL

- Engaged in all aspects of location and in-studio editorial photography shoots including lighting, set styling, art direction and photography for local and national publications
- Created and maintained film library system for Black/Toby Photography containing 20+ years of personal and professional photography work