



## MICHELLE BOOTH | VISUAL DESIGNER

### EDUCATION

#### Seattle Central College

Seattle, WA  
AAS Graphic Design, 2014  
Dean's List

#### The School of the Art Institute

Chicago, IL  
BFA Photography, 1998  
Merit Scholarship Recipient

### SKILLS

#### Graphic Design

Art Direction  
Branding & Identity  
Color Theory  
Composition  
Concepting  
Copywriting  
Photography  
Presenting Concepts/Designs  
Project Management  
Typography

#### Software

Adobe CS

#### Interactive

HTML & CSS  
Rapid Prototyping  
User Research & Testing  
Visual Design  
Wireframing  
WordPress

### EXPERIENCE

#### Lumicor

Sr. Designer—2015 to 2019 | Art Director—2019 to Present | Renton, WA

- Manage all projects within the scope of visual design and communication, from concept through to completion, including advertising, product launches and digital sales tools
- Collaborate directly with the Marketing Manager to create assets in alignment with marketing strategies, to be used across all marketing channels; print, web, email and social media
- Facilitate coordination between multiple internal departments in order to successfully achieve marketing objectives
- Work with Lumicor's external OEM partners to problem solve and produce design materials in support of mutual business goals
- Initiated and implemented major brand refresh, modernizing the palette, typography, brand voice, and overall look and feel of the Lumicor brand
- Voluntary member of Peer Group, an interdepartmental team dedicated to engaging with co-workers across all teams to improve the overall employee experience

#### Sexton Vision Group

Visual Designer—2013 to Present | Tacoma, WA

- Designed and developed website in 2014 and redesigned site in 2020, both on WordPress platform
- Created brand identity and standards; implemented brand standards across all business collateral, signage and online outlets
- Maintain and produce content for the current website and assist small business owner with miscellaneous marketing tasks

#### Blümgarten & Company

Event Designer—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
- Directed implementation of marketing practices, including art direction and production of promotional materials and website

#### Chi★Town Sirens Roller Derby

Marketing Chair—2005 to 2007 | Chicago, IL

- Guided marketing for multiple large-scale roller derby events per year (400+ attendees), including marketing strategy, creation of a website and design of other promotional materials

#### MBooth Photography

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

- Engaged in all aspects of in studio and on location editorial photography for local and national publications, including lighting, set styling, art direction and photography