



# OLIVIA BOOTH

— graphic designer

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## Design Experience

### OPERATIONS DOCUMENT PROCESSOR

CUNA Mutual Group  
Madison, WI  
June 2016 - Present

Designing and archiving documents for Consumer Lending and Payment Protection services for Credit Unions

## Education

### BFA IN GRAPHIC DESIGN

University of Wisconsin - Stevens Point  
Stevens Point, WI

Graduated: May 2016  
Magna Cum Laude  
Dean's Distinguished Achievement Award  
2012, 2013, 2014, and 2015

### GRAPHIC DESIGN ACCOUNT COORDINATOR/INTERM

University Centers - Health and Wellness Programs  
Stevens Point, WI  
September 2014 - May 2016

Created collateral, such as posters, web banners, handouts, and multi-channel materials for Health and Wellness Programs and the Health Enhancement Center on campus. Head designer on the re-branding of the Health and Wellness Programs and the Health Enhancement Center.

## Skills

### DESIGN

Research, Concept Development, Prototyping, and Evaluation

Package Design, Illustration, Branding/ Identity, and Digital Photography

Excellent attention to detail, very organized, and process driven

Extensive knowledge of design, art, typography, and color theory in creating motivating communications

Knowledge and understanding of contemporary designs and trends in print, web, and multimedia

### SOCIAL MEDIA COORDINATOR

American Institute of Graphic Artists  
Stevens Point, WI  
April 2015 - May 2016

One of two coordinators managed all social media networks for the group, created content for trendy and fun promotions on social media accounts and educated non-members/members about activities and events sponsored by the chapter. Attended weekly meetings to plan current events, conferences, promotions, and workshops.

### DESIGNERDS I BLOGGER

Stevens Point, WI  
September 2015 - Present

With a fellow "Designer" Ariana Shank, currently creating content about important design techniques, professional strategies, design inspiration, and vices related to undergraduate design discoveries.

### SOFTWARE

InDesign | Illustrator | Photoshop  
Dreamweaver | Microsoft Office | HTML5/CSS3  
Ability to use Mac and Windows software

### DESIGNER, DJ, AND PROMOTIONS TEAM MEMBER

WWSP 90 FM  
Stevens Point, WI  
September 2012 - May 2014

Designed posters and print collateral for the UW- Stevens Point's own radio station and their annual events. Helped promote events by assisting in creating audio marketing materials. Kept communications between the organization and the public as a radio DJ, while creating live broadcasted content for the station.





## *Honors and Awards*

### **AODE DESIGN AWARD**

Adode Design Achievement Awards  
June 2016

Semifinalist in Commercial Packaging Design  
in the international competition for Off the  
Hook Fishing Co.

### **E. CARLSTEN DESIGN AWARD**

UWSP COFAC  
April 2016

Received the Edna Carlsten Graphic Design  
Award for excellent work after showcasing my  
portfolio in graphic design.

### **MOHAWK PAPER CO.**

Featured on Company's blog  
December 2015

"Designerd" Ariana Shank and I created  
a paper promotion video for Mohawk  
Paper and they featured the video and our  
interview on their blog, Felt and Wire.

### **ART HISTORY AWARD**

UWSP COFAC  
April 2015

Won the award for excelling in 18 credits  
of Art History and by extending that  
knowledge into my art history tutoring  
position at Reading in the Disciplines.

### **BEST NEW DJ OF THE YEAR**

WWSP 90 FM  
April 2013

After becoming highly involved with my  
college's own radio station by designing  
materials, promoting events, and creating  
broadcasted content, I was awarded  
"Best New DJ of the Year."

### **WBA STUDENT AWARD**

Wisconsin Broadcasters Association  
April 2013

A collaborative audio promotion at WWSP  
90FM for "Dylan Days" placed 3rd.

## *Professional Development*

### **AMERICAN INSTITUTE OF GRAPHIC ARTISTS**

Member since August 2015

AIGA Nowhere Conference - 2014, 2015, and 2016  
AIGA Minnesota Design Camp - 2015  
AIGA Real World Design Conference - 2014, 2015  
AIGA Hand Lettering Workshop - 2015

### **ASSOCIATION OF COLLEGE UNIONS INTERNATIONAL**

ACUI Region IV Conference - 2015

## *Additional Experience*

### **ART HISTORY TUTOR**

Reading in the Disciplines  
Stevens Point, WI  
January 2014 - May 2015

Educated and facilitated students in a collaborative group discussion based on my planned  
agenda about art history topics. Helped students be critical thinkers about topics in art  
history, such as Classicism, Impressionism, and other eras of influential art movements.

## *Student Involvement*

### **STUDENT ART LEAGUE I SECRETARY**

Stevens Point, WI  
September 2013 - May 2014

Organized weekly life drawing sessions, volunteered at officer meetings to plan events,  
and helped re-brand the identity and mission of the group.

### **ASSOCIATION OF ART HISTORIANS AND SCHOLARS**

Stevens Point, WI  
September 2013 - May 2014

Organized and planned events for the group to educate students about art history as  
well as contextualizing modern artists and modern movements in art while keeping  
records and notes on the weekly meetings.

### **CARLSTEN GALLERY STUDENT ADVISORY COMMITTEE**

Stevens Point, WI  
September 2013 - May 2014

Organized exhibitions for the student gallery to showcase student artists and  
renowned artists and participated in event planning for annual events.

## *References*

Available upon request.



*\*thank you for your time*