

Beth A Johnston

[Graphic Designer]

I am a **designer** with a **compassionate** heart for others.

I am equal parts **web** design, **print** design, **branding** design.

I strive to deliver audience-effective design solutions to **be the change** the world needs.

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Qualifications

- Versatile designer skilled in web design and development, print design, branding design and interaction design
- Passionate about helping those in need, globally and locally
- Excellent time-management when dealing with multiple projects simultaneously
- Dedicated, flexible team member and effective communicator
- Meticulous attention to detail and knowledge of color theory
- 7 years of professional experience

Current Position

- Cybernet Systems Corporation, Summer intern 2003, 2004-Present

Small research and development business in Ann Arbor, MI
Graphic Designer

Tasked with the design and production of all the company's design (both internal and external) with the goal of:

- Daily workflow responsibility
- Website layout design
- Graphical user interfaces and icon design
- Creation of 3D renderings concept art and manual illustrations
- Rebrand project of corporate print material: cd-rom labels, brochures, sellsheets, product catalogs, posters
- Product photography [lights, set-up and post-exposure editing]
- Logos and branding designs for internally developed products
- PowerPoint presentation design and Flash animation production

Freelance [Web]

Ascend LLC, 2009
Researched usability and information dissemination hierarchy for new social marketplace website. Created layout and information architecture with the goal of converting visitors into users/customers while presenting an intuitive and informative layout.

Pittsfield Union Grange, 2007-present
Created online presence for a 109-year old agricultural organization. Interfaced with multiple clients to integrated Google Calendar, Facebook, and Public Drum [a public community calendar aggregator] to publish weekly events. Designed brochures and rental forms consistent with branding identity.

Joy Howard, Ph.D. Candidate, 2005
Designed website for client to use with students and as scholarly presence on the internet. Found design inspiration from client's library archive work. Tutored client about the basics of CSS and FTP so she could update content of site on her own.

Jukebox Band, 2005
Worked directly with band member to design the site. Existing identity became the basis for web design look. Designed three Photoshop layouts and then took one layout from psd to CSS/HTML.

[Print]

Ann Arbor Concert Band, 2007-Present
Developed a visual theme each season to promote concerts. Designed logos, posters, flyers, and program covers to reflect individual concert theme while fitting season's theme.

Restore Flyer, 2010
Designed flyer advertisements for seminars for those who work with people and communities in crisis. Developed logo to create a cohesive brand even for a small scope project.

New Life Church, 2003-2008
Designed print material based on existing identity with the goal of pushing forward the design while keeping true to its original brand. Produced weekly bulletins, informational handouts, slide backgrounds, and posters for target audience of university students. Allowed for production dialogue with external printing company.

T-shirt designs, 2000-Present
Designed t-shirts for college student groups, volunteer events, and other groups' events. Won t-shirt design contests. Interfaced with numerous t-shirt printing companies, thus am knowledgeable on specific brands, styles, blends, and weights of t-shirts.

[Branding]

Himpossible, 2009
Worked directly with founder of a charity organization to create a simple and universally recognizable logo for a global audience. Further expanded the brand to other media: magnets, bumper stickers, and t-shirts.

Joanna LeFleur, occupational therapist, 2009
Created vibrant identity to reflect client with the goal of expanding her client base from the elderly to also include autistic, emotionally, and physically challenged individuals. Audience needs of ease of use and legibility were a driving force for the brand.

The Zone, University of Michigan Volleyball Student Section, 2004
Created logo for The Zone which was printed on t-shirts and large banners hung at volleyball games.

North Campus Service Day, University of Michigan Engineering Council, 2003-2005
Created logo for the student-led annual community service day to foster volunteerism. The logo was then expanded into a brand identity including webdesign, flyers, posters, and t-shirts. Redesigned logo and shirts for event in 2004 and 2005.

Technical

- Design: Expert knowledge of CS4 Creative Suite [Illustrator, InDesign, Photoshop, Dreamweaver, Acrobat Professional], experience using Premiere, Flash, AfterEffects, 3D Studio Max, Rhinoceros, FTP, Picassa, Sketch-Up, QuarkXPress, Painter, Iconographer, and operating graphics tablet
- Development: HTML/xHTML, CSS, Joomla!, WordPress, Drupal, PHP (basics), ActionScripting (basics)
- Others: Microsoft Office, GarageBand, Audacity, Roxio Toast, Nero
- Expert operating both Mac and PC platforms
- Skilled in digital video and photography, post-exposure editing, and scanning
- Experienced with adapting to new software and technology

[Extra]

- Special skills: wood shop machines [drill presses, band saws, table saws, drills, sanders, laser cutter]

Education

- WCC Online 2009
- XHTML/CSS Course
- Bachelor of Fine Arts in Graphic Design, 2004
- History of Art Minor
- University of Michigan-Ann Arbor, MI

- Volunteering: 2009-Present Food Gatherers in Ann Arbor, MI; summer 2009 field assistant in West Virginia pine forests
- Global travel: Amsterdam and Utrecht, Netherlands; Cuidad Quesada, Costa Rica; Renosa, Mexico; 43 of the 50 states