

Beth A Johnston

[Graphic and Web Designer]

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

I am equal parts **print** design, **web** design, and **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 the academic field
 - Excellent time-management when juggling multiple projects
 - Dedicated, flexible team member and effective communicator
 - Meticulous attention to detail and knowledge of color theory and design principles
 - 7 years of professional experience

Current Position ▪ Cybernet Systems Corporation, Summer intern 2003, 2004-Present
Small research and development engineering company in Ann Arbor, MI
Graphic Designer and Media Developer

Tasked with the design, development, 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, video, 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, illustration, and Flash animation production

Projects [Web]

Ascend LLC, 2009, freelance
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-'10, freelance
Created online presence for a 109-year old agricultural organization. Interfaced with multiple clients to integrate Google Calendar, Facebook, and Public Drum [a public community calendar aggregator] to publish weekly events.

Cybernet Systems, 2009
As web redesigned was needed, supervised the project outsourced to marketing and design firm by creating art, providing copy, layout design and color palette direction. Joomla! content management system was first learned for redesign.

Joy Howard, Ph.D. Candidate, 2005, freelance
Designed website for professor 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 as to update site content on her own.

[Print]

Business cards, 2009-present, freelance
Created vibrant business cards to reflect clients with the goal of self-promotion and expanding their reached audience.

Ann Arbor Concert Band, 2007-'10, freelance
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 visual look.

CybernetMedical, corporate catalog, 2010
Worked with a team of copywriters and engineers to create catalog. Was given broad creative leeway that involved product photography, light set-up, and post-exposure editing.

New Life Church, 2003-'08, freelance
Designed print material with the goal of pushing forward the existing design. 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, freelance
Designed t-shirts for college student groups, volunteer events, and others. Won t-shirt design contests. Interfaced with numerous t-shirt printing companies on specific brands, styles, blends, and weights of t-shirts.

[Branding]

Peppalo, chocolate company, 2011, freelance
Designed logo for specific audience in mind. Brand encompasses wrappers, business cards, press kits, brochures and website.

SWMA, corporate branding, 2005-present
Started off as a graphical user interface project, then expanded to icons, logos, print manuals, flash animations, photography and powerpoint.

Himpossible, 2009, freelance
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.

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

North Campus Service Day, College of Engineering, University of Michigan Engineering Council, 2003-'05, freelance
Created logo for the student-led annual community service day to foster volunteerism. The logo was then expanded into a brand identity including web design, flyers, posters, and t-shirts. Redesigned logo and shirts for event in 2004 and 2005.

- Technical**
- Design: Expert knowledge of CS5 Creative Suite [Illustrator, InDesign, Photoshop, Dreamweaver, Acrobat Professional], experience using Premiere, Final Cut Pro, Flash, AfterEffects, 3D Studio Max, Rhinoceros, FTP, Picassa, Sketch-Up, QuarkXPress, Painter, Iconographer, and operating graphics tablet
 - Development: x/HTML, CSS, Joomla!, WordPress, Drupal, JavaScript and PHP (basics), ActionScripting (basics)
 - Others: Microsoft Office, GarageBand, Audacity, Roxio Toast, Nero, Camtasia Studio
 - 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]**
- Volunteering: 2009-Present Food Gatherers in Ann Arbor, MI; community gardener; single-mom's ministry; summer 2009 field assistant in West Virginia pine forests
 - Special skills: wood shop machines [drill presses, band saws, table saws, drills, sanders, laser cutter]
 - Traveler to: the Netherlands; Costa Rica; Mexico; Canada; 44 of the 50 states

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