



jordan booth
graphic designer

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education:

01.2018–08.2020
ArtCenter College of Design
Pasadena, CA
Bachelor of Fine Arts in Graphic Design
Graduated with Distinction

focused coursework at ArtCenter:

01.2020–05.2020
Transdisciplinary Design Studio
Designing Democracy

Collaborated with a fellow graphic designer and an interaction designer, to conceptualize a better way of getting information about candidates to voters during U.S. elections. We focused on conducting research surrounding elections, as well as interviewing voters as we considered their pain points and proposed a solution.

08.2019–12.2019
Transdisciplinary Design Studio
Entrepreneur's Branding Lab

Created a marketable product called Subtext, an apparel line that features patterns with hidden messages of affirmation. Its main focus is on the importance of giving people with social anxiety a customizable and discrete way to express themselves. I created a comprehensive brand strategy, mockups of products, marketing materials, a website, an app, and social media. The final deliverables included an investment pitch deck.

06.2020
Adobe Creative Jam, Netflix

Participated in a team of designers in a 2-day tournament where we designed a working desktop prototype in Adobe XD for a communal streaming service website to watch movies and TV shows with friends and family.

09.2013–06.2017
Santa Monica College
Santa Monica, CA
General education and graphic design courses

experience:

07.2020–Present
Freelance Graphic Designer

Developed web mockups, a brochure, and packaging mockups for Dom Vetro. I, also, worked with Mothercorps to develop their website and brand assets, as well as assisting Palisades Preschool with placemats and setting up a template file for future use.

05.2020–08.2020
ArtCenter College of Design
Pasadena, CA
Teacher's Assistant

Assisted ID Graphics, taught by Allison Goodman, where I worked with product and transportation majors to improve their type and composition skills. I also helped them develop a brand identity for themselves, as well as for their products and vehicles.

recognition:

01.2018–08.2020
ArtCenter Provost's List
Recognition of GPA of 3.8 or over

01.2018–08.2020
ArtCenter Entrance Scholarship

09.2018–08.2019
ArtCenter College of Design
Student Gallery
Rocky Horror Picture Show, poster, summer 2019
Beanut Bag, brand identity, fall 2018

2013–2017
Santa Monica College
Cumulative GPA: 3.8

expertise:

Strong working knowledge: of InDesign, Photoshop, Illustrator, XD, After Effects, SolidWorks, MadMapper, Touch OSC, Word, Powerpoint, Trello, Keynote, Google Docs, Miro, and Slack.

Familiar with: social media, Processing, Basecamp, Sketchup, Keyshot, and DSLR photography.

Analog skills include: lasercutting, band saw, table saw, and drill press.