



## Curriculum Vitae

David Edward James Booth

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### Profile

A versatile, responsible and meticulous professional seeking a new position in the design sector. Aiming to utilise the creative abilities developed during my degree and graphic design career, as well as the organisational and account management skills refined in my role as Product Coordinator for a market leading photogift technology provider.

I specialise in SVG design, UX conceptualisation, front-end web development and visual identity. I am experienced in the use of the Adobe Creative Suite and possess a good working knowledge of HTML5 and CSS3, utilising popular frameworks such as Bootstrap and WordPress to create responsive websites. Experience working with large corporate clients has taught me the importance of empathy, pragmatism and a professional yet personable approach to business.

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### Skills

Responsive UX Design	▲▲▲▲▲
Bootstrap 3 & WordPress	▲▲▲▲▲
HTML5 & CSS3	▲▲▲▲▲
SVG Design & Development	▲▲▲▲▲
Adobe Illustrator	▲▲▲▲▲
Adobe Photoshop	▲▲▲▲▲
Adobe InDesign	▲▲▲▲▲
Adobe After Effects	▲▲▲▲▲

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### Qualifications

University of Portsmouth

October 2006 - June 2009 • 1<sup>st</sup> Class Degree in Illustration BA (Hons)

Churston Ferrers Grammar School

September 2001 - July 2003 • 3 A Levels Grade A-C • 2 AS Levels Grade A-C

Brixham Community College

September 1996 - July 2001 • 9 GCSEs Grade A-C

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### Work Experience

LiveLink

Graphic Designer - Product Coordinator • May 2014 - Present

Currently working in a client-facing design role for a market leading technology provider, delivering innovative technological solutions for a varied range of photo gift retailers. Main responsibilities include:

- Account management and client liaison, working with corporate and independent retailers and their vendors.
- Developing accurate SVG templates for web applications
- Website UX/UI design and front-end development
- Website configuration and maintenance using a custom content management system

- Designing artwork for cards, photo gifts, advertisements and promotions
- Utilising linux-based languages such as Ruby, Bash, SED and ImageMagick to boost productivity

Gained priceless experience working as part of an agile project team, developing a complex application for a globally recognised brand.

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## Illustration Booth

Freelance Illustration, Graphic Design & Website Development • [July 2009 - Present](#)

Since graduating from the University of Portsmouth in 2009, I have been accepting commissions from a wide range of clients. I specialise in digital illustration, but over the past ten years since studying fine art at A level I have experimented with and developed a wide range of traditional and digital creative skills from good old fashioned paint on canvas to graphic and website design. Services include:

- Digital & Traditional Illustration
  - Graphic Design
  - Website UX/UI Design & Front-End Development
  - Visual Identity
  - Marketing Materials
  - Artwork For Packaging
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## Rapanui Clothing

Operations Manager • [November 2010 – May 2011](#)

Following promotion to Operations Manager, new responsibilities included:

- Forecasting sales and calculating quantities of stock required in order to fulfill predicted orders.
- Purchasing optimal quantities of stock, based on forecasts and historical sales data.
- Ensuring garments are manufactured to ethical and environmentally friendly standards.
- Responsible for finishing and quality control.
- Preparing artwork to be screen printed or embroidered onto garments.
- Creating designs for packaging and the web.
- Maintaining company accounts using Microsoft Accounting software.
- Fulfilling customer orders using a bespoke order management system.
- Handling customer enquiries in person, by email and over the phone.
- General administration to ensure the smooth running of the department.

Extra responsibility undertaken helped to build confidence and dealing with suppliers and clients served to develop business acumen. Departmental efficiency improved and high levels of customer service were maintained.

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## Rapanui Clothing

Marketing Assistant • [June 2010 – November 2010](#)

As assistant to the marketing manager, duties included:

- Managing company social networks and online community, building links to drive traffic and sales.
- Developing marketing material such as web graphics and advertorials for print.
- Delivering reports highlighting correlation between marketing activity, resulting traffic and sales.

A helpful introduction to the inner workings of a small business and online marketing.

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