



GRAPHIC DESIGNER

Isis Booker

CONTACT

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EDUCATION

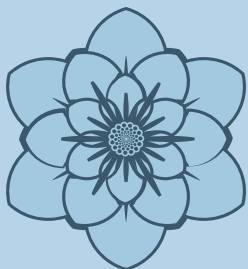
**CALIFORNIA STATE UNIVERSITY
DOMINGUEZ HILLS**
Bachelor of Arts, Fine Arts

SKILL SET

Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Premier Pro, Acrobat, Lightroom, Adobe Express

Microsoft Office Suite: Word, Excel, PowerPoint, Outlook, SharePoint, Teams, Forms, Access,

Google Suite: Docs, Slides, Sheets, Forms, HTML, CSS, WordPress, Square Space, Wix



PROFILE

I am a creative problem solver, turning marketing challenges into visual branding magic. I love branding and product development. Transforming ideas into physically holdable items people can touch or wear brings me the greatest joy. I have more than 20 years of experience in design across government, non-profit, and corporate environments. So, I am no stranger to designing on a dime under tight deadlines.

EXPERTISE

Advanced Graphic Design

Trend Analysis

Creative Strategy

Color Theory

Research

Print Design

EXPERIENCE

MIAMI DADE AVIATION DEPARTMENT GRAPHIC DESIGNER

2021-Present

- Develop and promote Miami International Airport's brand identity through various designs, including advertisements, presentations, in-house digital media, and social media content.
- Create visual advertising content for various media, including but not limited to flyers, print ads, digital ads, posters, column wraps, and more
- Conceptualize logo designs, motion graphics, videos and social media content to promote Miami International Airport's brand, amenities and products

CITY OF ATLANTA, DEPARTMENT OF AVIATION SR. GRAPHIC ARTS SPECIALIST / CREATIVE SERVICES

2012-2021

- Developed the creative design for major projects and campaigns requested by ATL Marketing for Hartsfield-Jackson Atlanta International Airport
- Consulted with internal clients, identifying their needs, brainstormed, planned design ideas, created the required visual communication materials, and oversaw their production and installation.
- Managed photography, promotional items, and uniform contracts and budgets

AWARDS

2021 Maynard H. Jackson Jr

Legacy Awards

Special Recognition Award

2020 Allie Awards

Best Public Event

ATLSkypointe Layover Lounge

2019 Communicator Awards

Best Food Festival

Taste of Hartsfield-Jackson

2018 GreeningATL Excellence Awards

EcoEmployee of the Year

2017 FAA Mark of Distinction

Safety Education

Safety and Risk Management Expo

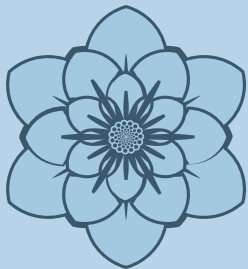
2017 ACI Airport Concessions

Best Innovative Experience

Taste of Hartsfield-Jackson

INTERESTS

Anime, Manga, Books, Movies,
Musical Theatre, Theme Parks,
Simulation, Strategy and Time
Management Games



- Generated brand identities and style guides for non-aeronautical revenue drivers, campaigns, events and products
- Supervised brand application and graphic materials development to ensure quality and accuracy of design
- Directed external vendors and agencies tasked with supporting ATL's creative team
- Led up to 32 projects at a given time while under pressure to meet deadlines

CARTOON NETWORK ENTERPRISES BRAND ASSURANCE COORDINATOR

2005-2011

- Maintained brand integrity, quality control, and legal requirements during the development of licensed products for Cartoon Network properties.
- Oversees the evaluation of licensed product design and brand application for apparel, fashion accessories, stationery, toiletries, home décor, and their packaging to assure design quality and accuracy
- Coordinated marketing, sales, and retailer support by managing information flow, in addition to generating project data and key event coordination with internal partners
- Single point of contact between creative directors, the sales team, legal, standards & practices (S&P), and clients
- Our team created award-winning style/design guides to maintain brand consistency globally

CAMPUS CRUSADE FOR CHRIST GRAPHIC DESIGNER

2002-2005

- Managed a team of two writers and one programmer to design and market products across multi-media platforms.
- Supported the sales team and the marketing department by designing visual support material for all initiatives and projects from web-based promotions, monthly print mailings, sales and presentation materials.
- Designed all consumer products developed in-house, including literature books, curriculum, promotional tracts (booklets), stationery, packaging, and point-of-sale displays.
- Coordinated between the call center, warehouse, marketing, sales, and accounting departments.