

# SHAINA BOOKER

## BRAND DESIGNER

📞 240-660-6795

✉️ hello@shainabooker.com

🌐 www.shainabooker.com/portfolio

📍 Washington DC Metro Area

### TECHNICAL SKILLS

Brand & Identity

Graphic Design

Web Design

Email Design

Video Editing

Illustration

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Dimension

FIGMA

CRM Platforms

### SKILLS

- Problem-solving
- Pixel-perfect attention to detail
- Project Management
- Leadership
- Strong Communication
- Effective time management
- Trend Setting & Forecasting
- Self-starter / Teamwork

### EDUCATION

Savannah College of Art & Design, 2009

Bachelor of Arts  
Fashion & Graphic Design

### SUMMARY

Collaborative and a self-starter, I am a performance-driven creative Brand Designer with over 14 years of experience in the graphic design industry. My experience is in the conceptualization, development, and execution of digital branding campaigns for individualized small to medium brands. In 2021, I founded a creative studio where I brought in over 45K in branding, web, and product design services focusing on creating cohesive brand personalities, voices, and values that help with brand positioning and conversion.

### EXPERIENCE

#### LEAD BRAND & WEB DESIGNER

SBDS LLC., Remote, 2021 - Present

- Developed more than 20 brands and 30 websites with exceptional service that targeted an increase in revenue for clients up to 200%.
- Collaborate across creative and service-based teams as Project Manager overseeing 10+ contractors to develop elements and strategies for rebranding.
- Proficient in effectively articulating design decisions and was able to effectively communicate organization's brand vision, with a focus on maximizing customer satisfaction.

#### GRAPHIC DESIGNER

Self-Employed, Remote, 2006 - 2020

- Executed printed material, paid media ads, branded signage, animations, video, and other graphics for a variety of small business, corporate, and non-profit companies.
- Led brainstorming and idea-generating team sessions, leading to successful process-proven results.
- Present creative work to all stakeholders, marketing managers, and senior management for review and approval using various CRM and video communication tools.

#### GRAPHIC DESIGN / VISUAL ARTS INSTRUCTOR

RSED | PGCPS | CHCLC, WASHINGTON DC AREA / SOUTHERN NJ, 2010 - PRESENT

- Instrumental in creating school-wide designs for marketing collateral, web, print, and mobile. Spearheaded the development of promotional materials for over 500 students and 4 teams with a focus on design aesthetics, brand standards, and copywriting.
- Developed over school-wide 75 events that focus on student development, school culture, parent/community involvement, visual arts, etc.
- Establishes excellent interpersonal skills between all stakeholders: being courteous, professional, and helpful; demonstrates a high level of interpersonal skills to handle sensitive and confidential situations. Always approaching with a "can do" attitude.
- Demonstrates excellent oral (including presentations), written, and interpersonal (active listening), skills and ability in negotiating and influencing with over 14 years of experience.