

# Mia Booth

**Graphic Designer  
& Illustrator**

She/Her  
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## Work Experience

### **Born Agency /** Graphic & Motion Designer

April 2023 – August 2023 Nottingham

Fast-paced design agency creating B2B & B2C assets. Clients areas include: FMCG branding & packaging, sport packaging, construction web design, agricultural packaging and branding

- Packaging – Mailer boxes & bags, FMCG labels and packaging
- Branding – Online & offline assets, social media, motion
- Brand guidelines – Full guidelines & updates
- Website design – Figma & Adobe xd
- Email marketing design
- Social media – Assets including motion

### **Luminate Education Group /** Graphic Designer

March 2022 – April 2023 Leeds

Fast-paced in-house design with campaign creation from concept to print, merchandise, accessibility updates & multiple asset projects simultaneously.

- OOH – Billboards, petrol pumps, digital boards, festival branding
- Illustration – creation and implementation of characters
- Motion – Social media, sky tv, digital boards
- Campaigns – Kick off meetings, idea generation, year planning
- Web design – Landing pages, full website re-design
- In-house – Prospectuses, banners, merchandise

### **HLNSC /** Graphic Designer

December 2021 – March 2022 Hereford

As part of a small team, overseeing print & digital design, photography, videography, social media, and event marketing. Produced all course prospectuses and developed brand guidelines. Implemented updates to design templates and internal marketing assets.

Collaborated directly with colleagues, teachers, and leadership to create targeted campaigns and materials for various needs. Ensured brand consistency while tailoring designs to reach students, parents, adult learners and the community.

## Education & Awards

### **Graphic & Media Design**

2018–2021 HCA

BA (Hons) 1st Class

Focused on FMCG packaging

### **Pictoplasma x Adobe1324**

Exhibition & Masterclasses

Masterclasses with professional illustrators and character designers Nathan Jurevicius & Rilla Alexander.

Global competition with 5 selected winners. A paid expenses trip and VIP access to Pictoplasma 2019