

Booth

Designer +
Typographer

John Booth

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Biography

Graphic/Digital Designer living and working in Manchester, UK, with a Bachelor of Arts First Class Honours in Graphic Design, awarded from Salford University.

I aim to design with a modernist approach; adopting the principles of Massimo Vignelli, intertwined with typographer, Erik Spiekermann. I enjoy the meticulous and social aspects of design and type anatomy. I am inspired by '60—80 era of typography and design, along with the Bauhaus and De Stijl movements. One of my favourite ever pieces of branding is SwissAir - one of the most visually effective, timeless and coherent examples of branding in modern history.

Having worked in different design disciplines, I am a strong advocate of the 'Design is One' principle.

"Design discipline is above and beyond any style. All style requires discipline in order to be expressed .. Design is a discipline, a creative process with its own rules, controlling the consistency of its output toward its objective in the more direct and expressive way."

— Massimo Vignelli, Vignelli Canon

Prospectively, I am keen to expand my experience beyond practice and into the theory of design via teaching.

Education

University of Salford
2011—2014
BA Graphic Design
First Class Honours

Skills & Specialism

Specialties — both print and digital based design; application design / web design / branding & identity / advertising & campaigns / typography / type construction / editorial & layout. I like to employ a hand-on approach to my work too and like to design and craft zines as deliverables, where required.

Software — fluency across the adobe creative suite; Photoshop, Illustrator, InDesign and Experience Design. Basic proficiency in Revit Architecture and Microsoft Sharepoint.

Experience

I have worked for the following clients on a designer / consultant / collaboration basis.

Clients include: Chronic Music, Quest Nutrition (San Francisco), Archer Architects, A-Model Management, Chef Galaxy, Rowhouse, Osteo-Ti & Zeitgeist Brew Co. Roles have varied between clients but typically have included web & app based designs, re-branding and design consultancy.

I work cohesively with professionals from different design disciplines, most commonly working alongside architects.

Employment

2013—2014

A Private Equity Group

During my time at A-PEG I established identities that expanded across digital media for the group's companies. This included A-Magazine, A-Models and A-Store. I worked unassisted as the group's main graphic designer.

The model agency has since gone from a small start-up to being recognised nationally across the modelling industry. My work extended from logo design to complete brand and advertising creation.

2014—
BDP.

Since 2014 I have worked for BDP (One of Europe's largest interdisciplinary design practices) as in-house designer, primarily for the central office, but also with projects spanning across the office portfolio. My role primarily consisted of the re-design of Process, which is essentially the toolbox for architects. I have worked within project teams to help with the delivery of project submissions, working on bid materials.

Towards the tail end of 2015, BDP became one of the pioneers of Virtual Reality technology in the construction industry. The technology allows clients to see buildings and spaces before they exist, with accurate representations of scale and spacing. In response to this, I designed a repository to house BDP's emerging advance of VR technology, containing links to live projects allowing clients to view and stay engaged in the design process from start to completion.