



FORESTER ART  
PLUS WORDS  
DESIGN & PRODUCTION ART  
COPYWRITING & COPYEDITING

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Bette Forester



## Profile & Client List

### **Bette Forester: Graphic & Production Designer, Copywriter & Copy Editor...**

specializing in packaging and other work for print that demands fine typesetting, attention to detail (like annual reports and corporate design), and a keen eye for design—plus a focus on results-driven writing with clarity and purpose and a passion for grammar and punctuation that borders on obsessive.

- **Computer Skills:** Adobe Illustrator, Adobe PhotoShop, Adobe Acrobat, Adobe InDesign, MS Office
- **Technical (Print):** thorough understanding of the file requirements for lithography, rotogravure, flexography, dry offset, engraving, silk-screen, rotary letterpress, rotary flexography, die-stamping and die-cutting
- **Social Media:** MailChimp, Facebook, Instagram, WordPress, HTML

### **Freelance Graphic Design, Production Design, Copywriting, & Copyediting**

- **Various Clients Worldwide:** UNICEF—copyediting reports from many countries, using UK standards. Corporations in Canada—copywriting and copyediting for internal & marketing communications, using Canadian and US standards. Authors in US and Finland—copyediting for fiction and for marketing materials, using US standards.
- **DW+Partners (Don Watt)/St. Joseph Communications:** Toronto—Metro Selections and Metro Irrestibles food packaging and Wal-Mart US packaging for food and hardlines: production design
- **Fish Out of Water Design:** Toronto—Sobeys house brands packaging for food and hardlines: production design
- **Hunter Straker:** Toronto—national brand packaging (Clorox, Armor-All, Burt's Bees, Green Works, Pepsi, Starbucks, Wrigley's, Glad): production design
- **Watt International Inc.:** Toronto—Wal-Mart international packaging (Canada, US, Mexico, Brazil, Argentina, Germany) for food, health & beauty, over-the-counter drugs, hard lines: production design
- **Onbrand:** Toronto—national brand food packaging (Astro): production design
- **Schawk Canada:** Toronto—national brand packaging (Frito-Lay, Zellers, Loblaws): production design
- **T+Design (Timmerman):** Toronto—national brand packaging (Boost): production design
- **Education Quality and Accountability Office (EQAO):** Toronto—All test materials and Report to Minister of Education: graphic design, production design, copywriting, copyediting, and production management. Wrote editorial stylebook for English-language content writers.
- **Cangene Corporation:** Toronto—corporate identity design and production
- **Walter Ender Designs:** Dallas—national brand packaging, (Frito-Lay, Chiffon Margarine, Seven Seas Dressings) and corporate (Southdown Corp. Annual Report): production design.

### **Communication & Design Management**

- **The Canadian College of Naturopathic Medicine:** Communications Director, Toronto
- **Esso (Imperial Oil Limited):** Packaging, Graphics, Trademarks Manager & Corp ID Manager, Toronto
- **Manufacturers Life (Manulife):** Graphic Design Department Manager, Toronto
- **Swift Canadian:** Packaging & Promotions Manager, Toronto
- **Colgate-Palmolive:** Packaging & Promotions Design Manager, Sydney, Australia

### **Education**

- **BA—Major in Art (Minor in Journalism):** Trinity University, San Antonio, Texas
- Certificate Course—Digital Publishing & Imaging: Toronto Image Works, Toronto
- Course: Problem Solving and Decision Making: Kepnor-Tregoe, Toronto
- Course: Project Management: Manufacturers Life, Toronto

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