

BROOKE ROLLINSON

Senior Graphic designer

Hi, I'm Brooke!

A multifaceted industry experienced Senior Graphic Designer. I am passionate about Brand Identity, Layout Design, Colour Theory, Website Design & Creative Development.

Experience

Senior Graphic Designer

Blo Blow Dry Bar

2022-Present

Ensuring the integrity of the corporate branding for Blo Blow Dry bar, Mync Lash & Brow Bar and LashKind. Managing campaigns for 115 franchise locations as well as campaigns at the corporate level. Working in both print, and digital design including but not limited to; exterior signage, packaging, email marketing, and out of home advertising. My duties also include mentoring and organizing the workflow of the junior and intermediate designers.

Social Media Manager & Content Creator

Avicanna Inc

2021-2022

Under the Avicanna umbrella (Pura Health & Wellness, Rho Phyto, Aureus & the publicly traded Avicann) My duties included; social media branding and execution as well as creating all graphic design content to photoshoot planning and art directing.

Freelance Graphic Designer

2011- Present

My freelance duties have included design consultation, logo creation, animation, package design, website design, and programming.

Marketing & Creative Development Coordinator

United Floral Distributors

2019-2021

Coordinating seasonal and market trends for floral buyers. Creating each bouquet & floral arrangement for all partnered grocery stores across North America. Maintaining United Floral's website and social media.

Senior Artist & Communications Coordinator

Ooh La La Designs 2019-2020

Designing & executing luxury floral bouquets. Art directing photoshoots from ideation, to partnering with vendors, day of shoot direction and execution. I was responsible for maintaining Ooh La La's website and social media accounts.

Graphic Artist

Nike Canada/ T. Litzens LTD

2018-2019

Partnering with team Nike my duties included adhering to Nike brand standards while creating sporting jerseys and spirit wear from embroidery to sublimated jerseys all across North America.

UI/UX Designer

Digital Extremes 2014-2017

Finding solutions through UI/UX design on various platforms such as PC, Xbox, and PlayStation to assist with gameplay in a sci-fi alternate universe.

Education

Graphic Design Advanced Diploma

Fanshawe College 2011-2014

New Media Certificate

Fanshawe College 2011

Proficiencies

Adobe Suite | Wordpress | Figma | Canva | Excel

Personal Attributes

Creative | Organized | Communicative | Passionate

Independent | Empathetic