

# Brooke Rollinson

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[brookerollinson.com](http://brookerollinson.com)

Dynamic and results-driven Senior Graphic Designer with over a decade of experience in branding, design execution, and project leadership. Skilled in managing brand identity across platforms, collaborating with clients to refine visions, and delivering high-quality, performance-focused designs. Proficient in creating branded materials that align with client objectives and consistently exceed expectations. A proactive leader who fosters creativity, adapts seamlessly to feedback, and drives projects to completion with precision and attention to detail.

## Professional Experience

Freelance Graphic Designer 2011–Present

- Partnered with CPG and eCommerce clients to design logos, animations, packaging, websites, and social media content.
- Crafted compelling, client-ready presentations to communicate design strategies effectively.
- Renowned for providing versatile, high-quality solutions tailored to meet and exceed client goals.

Senior Graphic Designer 2022–2024  
Blo Blow Dry Bar

- Spearheaded the creation of branded assets for over 100 franchise locations and corporate campaigns, including email marketing, social media, packaging, and print materials.
- Directed and mentored a team of designers, streamlining workflows and ensuring outputs consistently aligned with brand standards.
- Delivered innovative solutions that elevated brand identity and engagement across multiple channels.

Social Media Manager & Content Creator 2021–2022  
Avicanna Inc.

- Led social media strategy for multiple brands within the Avicanna portfolio, driving audience engagement and brand growth.
- Planned and executed end-to-end social campaigns, including photoshoots and collaborations with influencers aligned with wellness products.
- Navigated Canada's biopharmaceutical guidelines to ensure compliance in all campaigns, seamlessly translating digital initiatives into print for B2B and B2C applications.

Marketing & Creative Development Coordinator 2019–2021  
United Floral Distributors

- Directed branding efforts for North American grocery chains, creating print and digital assets to support product launches and seasonal campaigns.
- Managed B2B social media, product photography, and maintained an extensive online floral catalog.
- Delivered impactful marketing collateral that strengthened relationships with retail partners.

Graphic Artist  
T. Lizten Sports

2017–2019

- Designed print-screen, embroidered, and sublimated jerseys and sporting goods for Canada's largest Nike wholesaler.
- Delivered custom sportswear designs that aligned with industry trends and client specifications.

UI/UX Designer  
Digital Extremes

2014–2017

- Designed intuitive interfaces for PC, Xbox, and PlayStation platforms, enhancing user experiences in sci-fi gaming environments.
- Developed prototypes and collaborated with cross-functional teams to ensure seamless design integration.
- Contributed to the success of critically acclaimed games through innovative interface solutions.

### **Education**

UX Design Certificate, BrainStation 2024

Graphic Design Advanced Diploma, Fanshawe College 2014

New Media Certificate, Fanshawe College 2011

### **Skills**

Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign)

UX/UI: Figma, WordPress, Prototyping

Soft Skills: Brand Storytelling, Client Collaboration