

BROOKE ROGERS

GRAPHIC DESIGNER

PROBLEM SOLVER ● MULTIDISCIPLINARY DESIGNER

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brookerogersdesign.com

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EXPERIENCE

Student Design Assistant

January 2020– Current

Under the direction of the University's Art Director, working on a variety of publications and projects with outside print vendors, determining objectives, and establishing timelines/ budgets for production.

LuluLemon / Visual Merchandiser

February 2019–Current

Manipulating inspiration to strategically update the visual aspects of the merchandise with our goal to best suite customers. Soft skills like communication, entrepreneurship, and problem solving are applied while interacting confidently, debate passionately and disagree gracefully.

LuluLemon / Brand Educator

October 2017–Current

Effectively educating guests on fabrics, features, and function of the products to enable the customer experience.

Soul Cycle / Studio Crew

June 2020–Current

Providing high level customer service and hospitality, while assisting the studio management in daily projects and tasks.

AWARDS

First Place: 22squared Mobilize Competition

48 hour advertising competition / February 2020

Advertising competition persuaded competitors to reach out to the local community and creative talent to lend a hand to a local non-profit. Collaborating with a team of five for an opportunity to produce an advertising campaign.

Most Outstanding Graphic Designer

University of Tampa Annual CAL Awards / March 2020

University of Tampa College of Arts and Letters selects students who share passion and enthusiasm within its specific program.

Annual Student Juried Exhibition

Scarfone Hartley Gallery / November 2019 + 2020

An exhibition from outstanding student work that is picked from a variety of Media to display to the public.

EDUCATION

University of Tampa

January 2018–May 2021

BFA Graphic Design

INVOLVEMENT

Social Media Director

September 2020–Current

Directing and monitoring social media presence of the University of Tampa Art Department to ensure respectful and appropriate engagement.

SKILLS

Brand Strategy	UX/ UI Design
Typography	Communication Skills
Art Direction	Research
Adaptable	Conceptual Problem Solving
Brainstorming	Critical Thinking

Software

Adobe Creative Suite
Illustrator
InDesign
Photoshop
Adobe XD
Standard HTML/ CSS
Google Drive/ Docs/ Mail/ Sheets
Microsoft Office Suite

