



PORTFOLIO



Brooke Rogers

PROBLEM SOLVER

MULTIDISCIPLINARY DESIGNER

CREATIVE THINKER

HELLO!

I'm Brooke, a young designer and creative thinker that is not only aiming towards creating attractive objects and pictures, but designing something that contains heart & jazz. I am also known as an ambitious hustler, who is all for diving deep into finding a solution to the problem. Full of spontaneousness & spunkiness— I'm driven by empathy, I believe in tackling problems, I respect creative curiosity, & I'm slightly a design nerd.



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BACKGROUND

I am skilled in graphic design, digital content, editorial design and branding. I am heavily interested in type and design based solutions for visual identity related requirements.

RESUME

EDUCATION

University of Tampa
BFA Graphic Design
January 2018–May 2021

INVOLVEMENT

Social Media Director
September 2020–Current

EXPERIENCE

Design Intern at Hype Group
January 2021– Current

Student Design Assistant
January 2020– Current

lululemon / Visual Merchandiser
February 2019–Current

lululemon / Brand Educator
October 2017–Current

SKILLS

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

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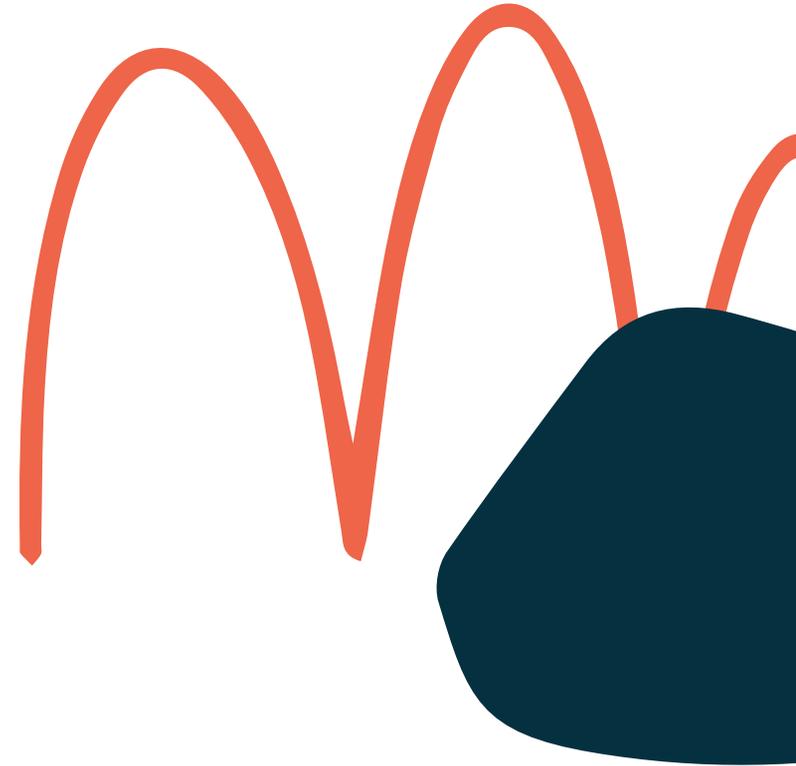
PROBLEM SOLVER MULTIDISCIPLINARY DESIGNER CREATIVE THINKER



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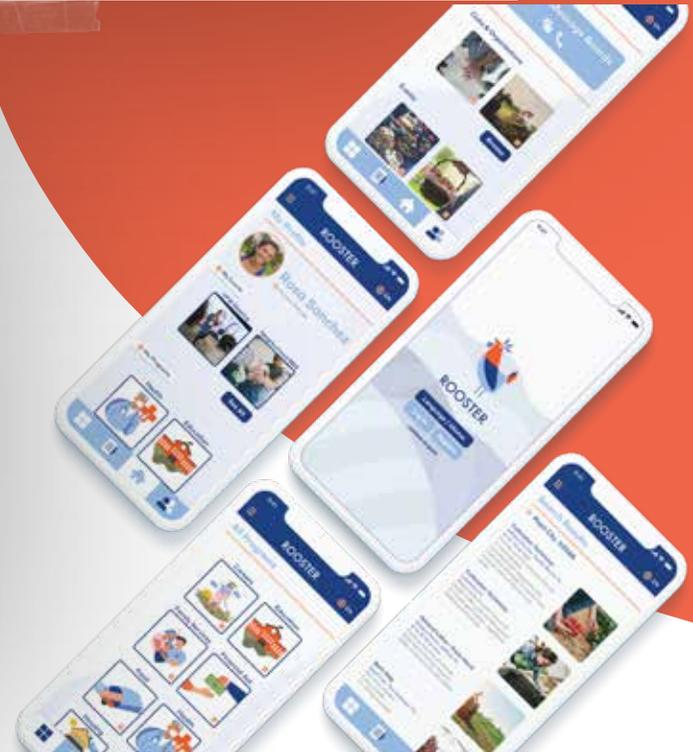
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COMING SOON- BFA CAPSTONE/ THESIS



01 ROOSTER

Rooster

Farmworkers are the invisible front line labor force of a country's food supply. While many nations are reeling from the economic shocks of the pandemic, farmworkers—the vast majority being immigrants—make sure that we don't go hungry. Many of them do not qualify for government stimulus packages, making it critical that they get access to safety net services like legal aid, healthcare, housing aid, counseling and/or food distribution. This is where the International Consortium of Farm Workers created an app that is an easy platform to explore and find more information.



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ADVERTISING BRANDING CASE STUDY UX & UI DESIGN

02

HOT DIGGITY

HOT SAUCE CREATED IN BROOKE ROGERS KITCHEN

HOT DIGGITY



Hot Diggity sauce is a craft hot sauce created in Pennsylvania. This unique sauce delivers strong heat and a lot of flavor by using all natural ingredients and exciting combinations.

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ART DIRECTION

ADVERTISING

BRANDING

PACKAGE DESIGN

03 DESIRES IN A WRECKED SOCIETY

DESIRES IN A WRECKED SOCIETY

Social media has allowed us to produce our own outward persona to the public, while presenting our own fabricated sense of authenticity. We are all guilty of alter the realities in which we live in order to impress friends, act in accordance with family pressures and affiliate with cultural and societal expectations. Sometimes we misrepresent the truth because of hiding different self-consciousness realities. Constantly photographing ourselves to mimic lifestyles we desire to imply that our lives are more astonishing than they are. Although this behavior occurs globally, social structures in many different communities and cultures place a significant importance on how we are supposed to conduct ourselves both publicly and privately. This newsprint investigates the idea of why attempting to be perfect is so imperfect.



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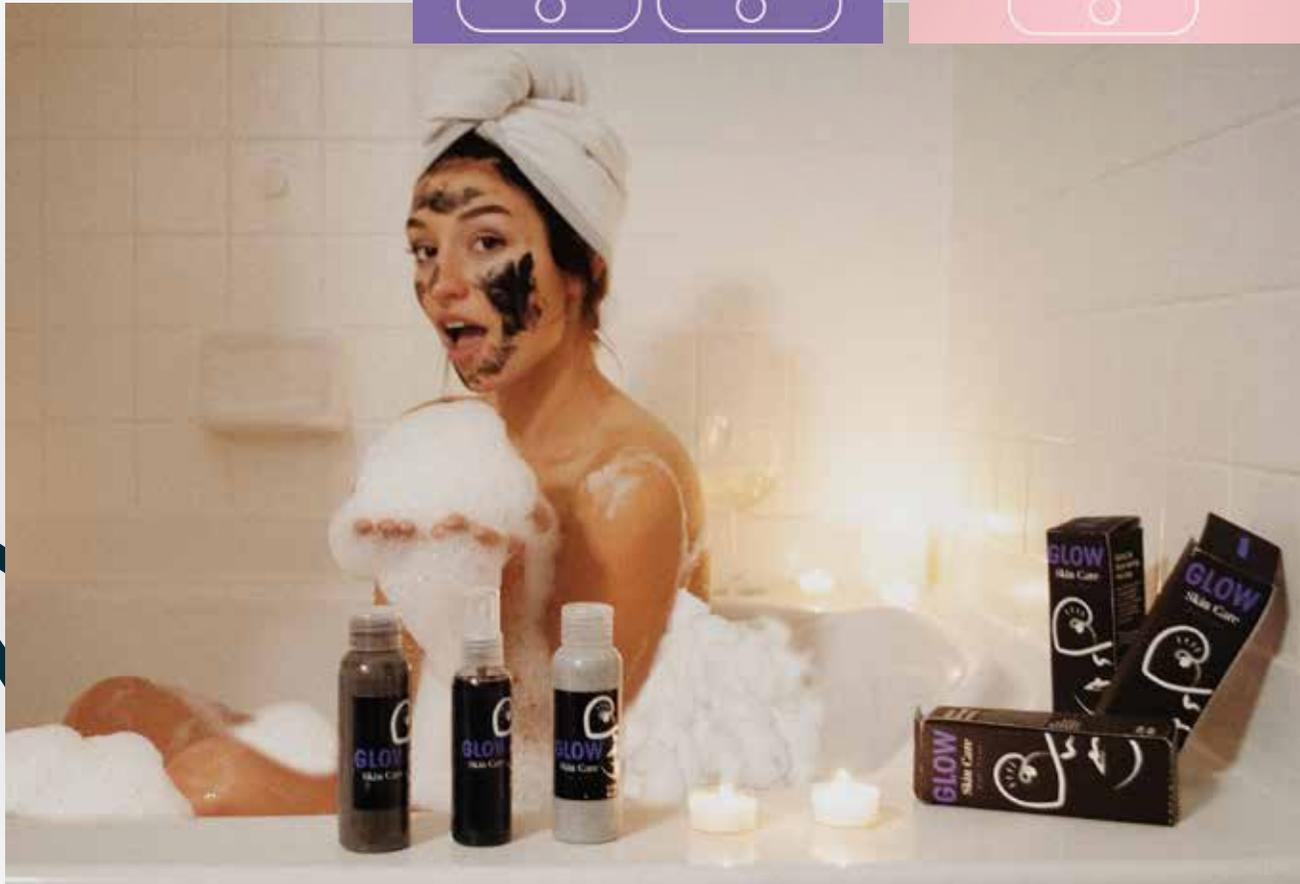
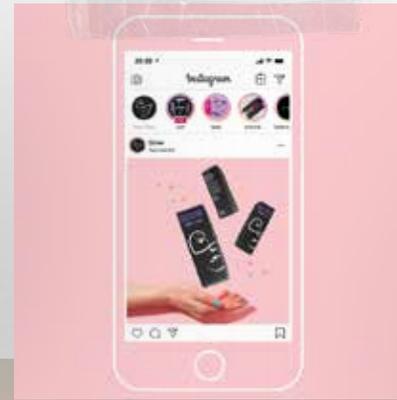
ART DIRECTION

BRANDING

EDITORIAL

04 GLOW

GLOW



Glow Skin Care is a three step process to give your skin the extra boost it wants. Beauty lovers are always looking for the next product to help improve their morning routine as well as understanding what is in the ingredients.

Creating a product that helps improving their skin care routine. Millennials are looking for the next hot item, especially young teenage girls. Glow is a brand that is created to be simple and easy. These products are mailed directly to your doorstep, allowing instant results.

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ART DIRECTION BRANDING & PACKAGING

05 MY BODY MY RULES

MY BODY MY RULES



Three poster series is to create awareness on struggling with perception of the aesthetic and/ or sexual attractiveness of the body. My body my rules is a social campaign celebrating self-love, inner acceptance and body positivity.

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ADVERTISING CONCEPT DEVELOPMENT SOCIAL CAMPAIGN SCREEN PRINT

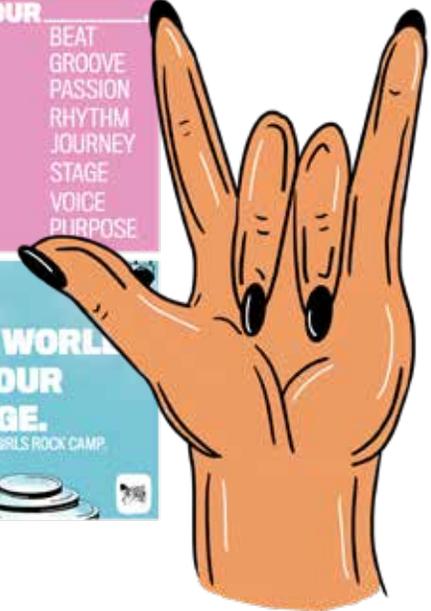


06 GIRLS ROCK CAMP

GIRLS ROCK CAMP



Girls Rock Camp St. Pete empowers girls and women through music. They believe in creating creating a social change through amplifying their voices. Collaborating with teammates to build an advertising campaign to solve the problem that was given from Girls Rock Camp St. Pete. We developed strategies and insights that created a concert and manifesto aiming towards the goal of increasing sing-ups of teenage girls at the camp.



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ADVERTISING

CONCEPT DEVELOPMENT

CASE STUDY

MARKETING

48 HOUR CAMPAIGN

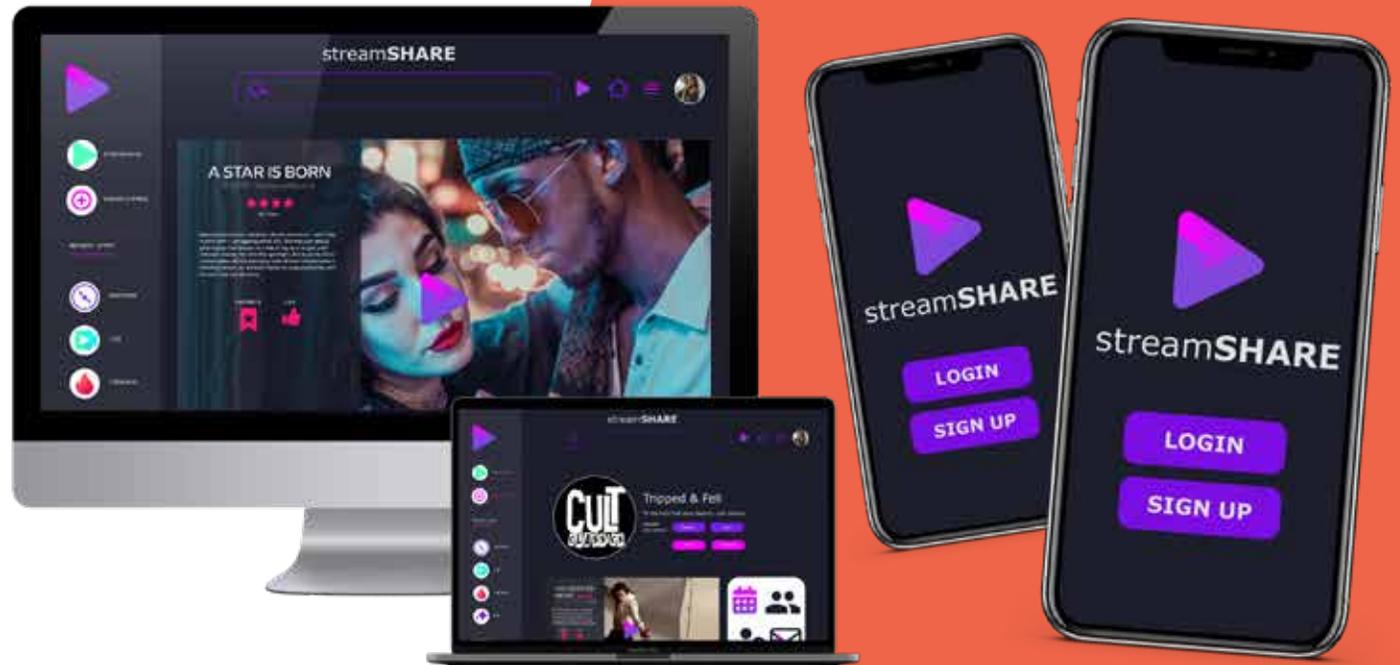
06

STREAMSHARE

STREAMSHARE

About

StreamShare is a third party desktop website/ desktop application where a community can celebrate shared stories together through communal and authentic experiences. In this application you can use to facilitate in deeper engagement by watching content with family, or friends remotely and privately or even engaging in a realtime conversation before, during or after. This app connects to NETFLIX users and allows for streaming all over.



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ADVERTISING

BRANDING

UX & UI DESIGN

48 HOUR CAMPAIGN

01

AN OUTRAGEOUS PROPOSITION FOR AN EMPIRICAL IDEA.

This capstone aims towards researching design ethics within the user experience. Ethics embodies what it means to be human, while design channels thinking into everyday creation. A designer's responsibility is to solve problems while providing an ethical solution. This thesis focuses on manifesting the correlation of ethics in user experience design while creating a code of conduct between the designer and the user.

COMING SOON.

Brooke Rogers

SENIOR CAPSTONE PROJECT

GALLERY INSTALLATION

MANIFESTO

CONNECT WITH ME

email

instagram

brooke@brookerogersdesign.com

name

website