

# Brooke Haynes



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brooke-haynes.com

## EDUCATION

### UNIVERSITY OF FLORIDA

*Bachelor of Fine Arts in Graphic Design  
3.8 GPA | Magna Cum Laude  
2014 - 2018*

One of 18 students selected to participate in a unique collaborative environment that teaches various elements of graphic design.

## SKILLS

Adobe Creative Suite  
Figma  
Social Media Outreach  
Brand Development & Identity  
Print & Digital Design  
Microsoft Office  
Comfortable with Windows & Mac

## RECOGNITION

### LIGATURE 27 DESIGN SYMPOSIUM

*Juried Exhibition*

Work selected to be displayed at the Gary R. Libby gallery during the Ligature event. Jurors include designers Bryony Gomez-Palacio and Jason Murphy.

### FLORIDA MEDALLION

#### SCHOLARS AWARD

*Florida Department of Education*

Scholarship awarded for academic achievements and volunteer work.

### BILL AND LOUISE HOSKINS

#### SCHOLARSHIP

*Palm Harbor Chamber of Commerce*

Awarded to a chosen graduating senior of a Palm Harbor area high school that has been accepted to an art school or college to study the visual arts.

## EXPERIENCE

### THRYV

*Graphic Designer | Dallas, TX | January 2021 - April 2024*

Generated and updated designs including collateral, social and email content, mobile app store listings, and other animated graphics for internal sales and product marketing projects, ensuring the integrity of the brand with all things created. Assisted creative team through re-branding process by helping to update existing collateral and create new content for the company website, social accounts, and internal projects.

### PROJEKT202

*Digital Designer | Dallas, TX | December 2019 - July 2020*

Collaborated with leaders and employees to produce and create interactive, high-quality, innovative digital and print design materials (such as web pages, emails, social media, etc.) that targeted customers and candidates to drive traffic and sales. Performed UI enhancements and end-to-end development for marketing deliverables and website development/redesign.

### ADVANTIX DIGITAL

*Jr. Graphic Designer | Dallas, TX | December 2018 - December 2019*

Worked with the creative manager and paid traffic/paid social teams to create display ads and social media assets that maintain a consistent brand voice and message across all platforms that encourage engagement and conversions. Designed, mocked up, and helped to create new websites and emails tailored to the needs of our clients.

Worked closely with clients to create (or reinvent) unique branding assets such as brand identity and style guides, logos, brand voice and more. Ensure that the brand and visual identity is consistently applied to all design materials and content.

### GATORWELL HEALTH PROMOTION SERVICES

*Graphic Designer | Gainesville, FL | August 2017 - August 2018*

Developed the layout and production design of various products including advertisements, health communication campaigns, posters, infographics, data briefs, reports, etc. Developed designs in various media (print, digital, etc.) for GatorWell health communication and marketing needs.

### HARN MUSEUM OF ART

*Marketing and PR Intern | Gainesville, FL | May 2017 - August 2017*

Initiated and developed posts for the Harn's social profiles. Entered Harn events into the Harn website's database as well as databases of local calendars such as the Gainesville Sun and UF Calendar. Designed content featured on the Harn's website, blog, and social media.

### UNIVERSITY OF FLORIDA INNOVATION ACADEMY

*Graphic Designer | Gainesville, FL | March 2016 - August 2017*

Developed UF IA's event publicity, marketing materials, and advertisements. Designed event and program branding across different event materials. Communicated ideas through team meetings, mood board sessions, and design development critiques.