

BROOKE COLLINS

315- 212-4689

brooke.k.collins@gmail.com

5158 State Highway 56, Colton, NY 13625

Pangaea

Los Angeles, CA

Mid-Level Designer | Remote Position

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To the Hiring Team:

I am a graduate of the Rochester Institute of Technology, with a Masters of Fine Arts in Visual Communication Design. I am submitting my resume for your consideration.

I have over five years of experience with the identity and branding aspects of graphic design, as well as nearly a full decade of creative illustration and visual art. I started my design journey firmly in the "Fine Arts" category. I enjoy and excel at ceramics, metal work, illustration, photography, and more. How this sets me apart: I've spent years making "pretty things", "things that make a statement", and "things that communicate". I have a practiced eye and creative soul which gives me both an innate passion for what I do, as well as a skill set that other designers may not be able to utilize while crafting an identity or website. I am not bound by the singular, digital nature of graphic design. I have developed a working knowledge of creative avenues out side of the typical methodology and employ this understanding of tangible, physical creation to push the boundaries of what's possible with digital tools.

While pursuing my Bachelor of Fine Arts Degree (BFA) from the State University of New York at Potsdam, I transitioned my creative talents into the field of graphic design. I paired the degree with studies in business, marketing, and consumer psychology. I developed a working relationship within my community through a series of internships and volunteer opportunities. This evolved into a thriving freelance career which fostered a basic understanding of creating everything from brand identity, merchandise, online presences, to packaging.

My employment history testifies to my strong work ethic, as well as the diligence and timeliness in which I accomplish my goals. When I began my college education at 15 years old, I applied to be a bridal consultant at a local boutique, Sposa Bella. Over the next five years I earned the position of Manager, as well as redesigning the brand and its marketing campaign. My work at Sposa Bella has allowed me to cultivate talent with communication, both spoken and written, and with multiple audiences. I have also developed management skills over both myself and a team of employees, while simultaneously ensuring the success of daily operations for the business. Working almost full time while completing my Bachelor's of Fine Arts has cultivated a dexterity with time management, independence, and mindfulness. Qualities such as the ability to multi-task and adapt quickly have also been instilled. I am able to shift perspectives and think in multiple ways. Graduating at 19, with honors, shows that I have the dedication to excel.

After graduation, I was offered a position as a Marketing Specialist under a manager I have previously interned with. Chason Affinity has been a unique stepping stone for me, providing me experience with Social Media Marketing on a corporate scale, as well as designing for print and digital platforms within a large team consisting of multiple departments.

I am currently completing my Master of fine Arts at RIT, focusing on Visual Communication Design. This education is unmatched, compounding the experiences of my previous work history together with a deep understanding of self-fostered education, to produce a polished and creative team player, capable of calmly approaching every project and tight deadline with a level head, friendly enthusiasm and confidence.

Thank you for your time and consideration,



Brooke K Collins