



BROOKE SIMMONS

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brooklynsimmons.com

[Linkedin](#)

SKILLS

Brand Identity Systems
Campaign Concepting & Development
Art Direction & Studio Styling
Cross-functional Team Leadership
Clear & Effective Communication

SOFTWARE

Adobe Creative Suite
Figma
Microsoft 365
G Suite

EDUCATION

Savannah College of Art & Design

Graphic Design
4.0/4.0 GPA

Suffolk University

Theater
Production Design

HONORS

Secession Portfolio

Finalist | 2020

Fierberg Foundation Best Art Direction:

Honorable Mention | 2020

Academic Honors Scholarship

SCAD | 2017 – 2020

Achievement Scholarship

SCAD | 2017 – 2020

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER

WOLVERINE WORLDWIDE | WALTHAM, MA | 2020 – PRESENT

Partner with marketing team to establish go-to-market strategy and produce unique, compelling omni-channel campaigns for kids' segments of Merrell, Saucony, Sperry, and Keds footwear brands. Focus on increasing activation and conversion through email, direct mail, paid social, display, and site with consistent, best-in-class content. Maintain brands' visual design standards, driving consistency across all channels. Develop seasonal art direction for studio imagery and execute with photographer.

GRAPHIC & SERVICE DESIGNER

SOUTH GEORGIA STATE FAIR | SAVANNAH, GA | 2020

Recruited for a team of 7 to establish brand identity and user centered experiences for a fair attended by 45K people annually. Chaired co-creation sessions with client in which current systems were studied and mapped. Prototyped app and event concepts.

UX RESEARCHER & DESIGNER & PRESENTATION LEAD

GULFSTREAM AEROSPACE | SAVANNAH, GA | 2019

Selected for an elite team of 18 to spearhead research and revolutionize how pilots interact with flight deck content. Innovated a fully immersive AR/VR training experience focused on personalized education through a series of products. Independently executed a 170+ page process book. Presented pitch and final deliverables to executive team.

SET & GRAPHIC DESIGNER

ABBY'S ROSE | SAVANNAH, GA | 2018 – 2019

Conceptualized and constructed numerous sets for a WWI era short film. Directed a revolving department of 8–10 design assistants throughout multiple shoots. Created all graphic design and marking materials including logo, poster, opening, and closing credits.

SENIOR FLORAL DESIGNER

AUGUST EVENT & FLORAL DESIGNS | SAVANNAH, GA | 2018 – 2020

Sculpt extravagant florals for events ranging from high profile celebrity celebrations and Fortune 500 company galas to elaborate weddings.

GRAPHIC DESIGNER

BULL STREET TACO | SAVANNAH, GA | 2017 – 2023

Produce and maintain menu systems including seasonal dining updates and drink lists. Guide visual identity across all branding from apparel to social media.

ASSISTANT DIRECTOR OF DESIGN, LIVING ART

CITYSCAPES | BOSTON, MA | 2014 – 2017

Visualized and crafted monthly and bi-weekly product rotations of sophisticated living art and floral arrangements for luxury business, hotels, and residences. Enhanced and expanded holiday decoration concepts and themes for budgets ranging from \$3K to \$500K totaling around \$10M in holiday sales annually. Mentored team of 7–10 employees. Supported sales team in new client approaches and curated sample pieces and inspiration boards for use in business development.

ACCOUNT MANAGER

RED THREAD | BOSTON, MA | 2011 – 2014

Developed unique interior solutions for adaptable learning spaces in universities throughout New England, including Harvard, MIT and Northeastern. Built extensive knowledge base of contract furniture and accessories including current design trends customized for each university. Supervised all aspects of client projects.