

BROOKE KAMINSKI

GRAPHIC DESIGNER

EXPERIENCE

Designer at The Center for Women & Gender

September 2016 - April 2018 • 1 year, 8 months | Rochester, NY

Created digital, print, and social media marketing materials in-house for the center's various programs and educational workshops.

Designer at RIT Public Safety

February 2016 - March 2018 • 2 years, 2 months | Rochester, NY

Designed new department logo and created various brochures, posters, and flyers that were distributed to the RIT community.

Art Direction Intern at CDM Princeton

June 2017 - August 2017 • 3 months | Princeton, NJ

Worked on websites, banner ads, social media ads, and email blasts for multiple pharmaceutical brands as well as several CDM internal projects.

Designer at RIT Parking & Transportation

July 2016 - April 2017 • 10 months | Rochester, NY

Worked on branded display cases, maps, and bus schedules that were administered to RIT students, faculty, and staff.

Designer at RIT Sportszone

October 2015 - August 2016 • 10 months | Rochester, NY

Worked with a team of designers to create social media posts, posters, and flyers that advertised the varsity athletic teams at RIT.

Design Intern at Inc Design

June 2015 - July 2015 • 2 months | New York, NY

Designed components of several presentations and project assets, created numerous concepts for a client's brand, and assisted in the production of the company handbook.




INTERESTS & INVOLVEMENT

On Panel of Judges for the Junior Class Team Project (Spring 2018)
Learning American Sign Language (2016 - 2018)

Member of Alpha Sigma Alpha (2016 - 2018)

- 55+ volunteer hours accumulated
- Web Designer (2016 - 2017)

CONNECT

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EDUCATION

Rochester Institute of Technology

BFA, Graphic Design 2018

Immersion in Advertising & Public Relations

Honors: Magna Cum Laude

SKILLS

Design

Campaign Design, Branding & Identity, Logo Design, Art Direction, Advertising, UI/UX Design, Social Media, Information Design, Typography, HTML & CSS

Development

Research, Concept Development, Campaign Strategy, Marketing Strategy, Organization, Collaboration, Teamwork, Leadership

Software

Adobe (InDesign, Illustrator, Photoshop, XD, & Acrobat)
Microsoft (PowerPoint, Word, & Excel)
Sketch, G Suite, Keynote, Pages, Fetch, Mac OS

NOTABLE PROJECTS

It Starts Hear

Non-Profit Educational Campaign

Concept Development, Campaign Design, Branding, Logo Design, Event Planning, Social Media, UI/UX Design, & Advertising

Girls on the Run

Non-Profit Rebranding Campaign

Campaign Design, Branding, Logo Design, UI/UX Design, Product Design, & Advertising

Tangled Tea

Branded Healthy Beverage Concept

Collaboration: Myself + 2 Graphic Design Classmates
Concept Development, Branding, Logo Design, Language, & Package Design

RSV Awareness Facebook Videos

Sponsored Social Media Videos

Collaboration: Myself + CDM Art Group Supervisor
Asset Creation, Video Preparation, & Social Media