Brooke Bonynge

UX Designer & Media Strategist

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ACADEMIC BACKGROUND

The University of Miami

Master of Science | Experience and Information Design

Focus:
- UX/UI Design, Human-Computer Interaction, Information Architecture

Projects:
- **VR Application Design:** Created an immersive learning interface prototype using Figma and Unity wireframes for usability testing.
- **Website Redesign:** Conducted UX audits, heuristic evaluations, and rebuilt wireframes and mockups in Figma.
- **Mobile App Prototype:** Designed interactive app flows in Figma, applying user testing insights to refine UI patterns.
- **UX Research:** Developed personas, journey maps, and usability studies to guide product decisions.

University of Colorado - Boulder

Bachelor of Science | Media Design

Florence University of the Arts - Italy

Fashion and Product Marketing

TOOLKIT

- **Design & Prototyping:** Figma, Adobe Creative Suite, Onshape
- **UX Methods:** Wireframing, Prototyping, Usability Testing, Heuristic Evaluation, A/B Testing
- **Development:** HTML, CSS, Java, Python
- **Collaboration & Tools:** Notion, Google Analytics, Shopify CMS

PORTFOLIO

- Multidisciplinary designer specializing in UX/UI design, art direction, and digital storytelling.
- Experienced in creating campaigns, websites, and social content rooted in storytelling and strategy.
- Strong foundation in user research and usability testing.
- Experienced in motion design, video editing, and creative direction for marketing and social campaigns.

PERSONAL INTERESTS

- Visual Storytelling
- Fashion and Styling
- Photography
- Crafting
- Learning

DESIGN HISTORY

UX/VISUAL DESIGNER & BRAND DEVELOPMENT

Pristine and Clean LLC. | Part Time | Present | Orlando, FL
- Completely redesigned and migrated the website from Wix to Shopify, implementing modern, user-friendly UX that improved online sales and customer satisfaction. - <u>See full site here</u>
- Utilized Figma to design responsive layouts, interactive prototypes, and component-based design systems.
- Enhanced brand consistency and digital experience across all customer touch points, both online and in-store.
- Directed social media, local marketing, and digital advertising campaigns, expanding brand presence and engagement.
- Supported brand evolution and digital standardization during expansion **from 1 to 3 locations, driving a revenue increase** through improved UX/UI, brand design, and marketing strategy.

VISUAL DESIGNER & BRAND DEVELOPMENT

Reflections Dermatology | Remote | Present | Orlando, FL
- Creation and editing of visual content for social platforms, elevating brand presence through consistent, on brand storytelling.
- Strategically plan and curate cohesive Instagram grid layouts while designing branded graphics for product features.
- Support social commerce growth by implementing product linking, while collaborating on expanding digital initiatives as projects evolve.

DIGITAL MEDIA DESIGNER & CREATOR

Phillips House | Freelance | 2025 | Miami, FL
- Designed visual campaigns aligned with a luxury brand aesthetic using **Figma** and **Adobe Creative Suite.**
- Shot and edited high quality product photography and video for eCommerce and social channels.
- Produced engaging Reels and short video content, boosting reach and engagement across Instagram and TikTok.
- Directed photo shoots and edited the outcome photos for social use.

BRAND DESIGNER & MARKETING ASSOCIATE

Images Management | Freelance | 2022 - 2024 | Orlando, FL
- Designed and developed the company website using Wix to prototype responsive layouts and optimize customer flow.
- Managed social media platforms and executed targeted local marketing campaigns to increase engagement and brand visibility.
- Redesigned customer experience journey, increasing the average revenue per car from **$26 to $43, a 65% improvement in per car performance.**

EXTRACURRICULAR

CONTENT INTERNSHIP

Pristine and Clean LLC. | Hybrid | 2023 | Orlando, FL
- Provided design and marketing support across multiple projects during a phase of company expansion.
- Helped maintain consistent branding across web, social, and in-store materials.