

Brooke Bonyng

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, InDesign, Photoshop, Illustrator, Acrobat, Adobe Premiere Pro, After Effects
- **UX Methods:** Wireframing, Prototyping, Usability Testing, Heuristic Evaluation, A/B Testing
- **Development:** HTML, CSS, Java, Python
- **Collaboration & Tools:** Notion, Google Analytics, Shopify CMS, Microsoft PowerPoint, Word, Excel

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

DIGITAL DESIGNER

LALAIS | Freelance | New York, NY | Present

- Lead creative direction across all brand touch points, executing a cohesive, luxury visual identity.
- Partner directly with founder to concept and translate product storytelling into high-impact content that drives engagement and conversion.
- Design and produce assets across eCommerce, social, paid media, and print, ensuring consistency in tone, aesthetic, and performance.

UX/VISUAL DESIGNER & BRAND DEVELOPMENT

Pristine and Clean LLC. | Freelance | Remote | Present

- Completely redesigned and migrated the website from Wix to Shopify, implementing modern, user-friendly UX that improved online sales and customer satisfaction. - [See full site here](#)
- 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 | Freelance | Remote | Present

- 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.
- Used platforms such as Figma, Adobe Creative Suite, and Microsoft Suite to create graphics and video content.

DIGITAL MEDIA DESIGNER & CREATOR

Phillips House | Freelance | Miami, FL | 2025

- Concepted and executed visual campaigns in line with a luxury brand direction.
- Led post production editing for website and social imagery, curating a polished, visual identity.
- Produced photo shoots end to end by casting photographers, models, and makeup artists and created moodboards to direct editorial posing and overall aesthetic.

EXTRACURRICULAR

CONTENT INTERNSHIP

Pristine and Clean LLC. | Hybrid | Orlando, FL | 2023

- 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.