

brooke rollinson

Senior Visual Designer

[LinkedIn](#)
[Portfolio](#)

Areas of Expertise

Career Experience

Studio Vere | Canada
Lead Designer & Marketing Strategist
2024 – Present

Blo Blow Dry Bar | Toronto, ON
Senior Graphic Designer
2022 – July 2024

Toronto, ON | b.rollinson@icloud.com

I'm a senior visual designer with a foundation in graphic design and a career that unites creative excellence with marketing strategy. I create cohesive brand identities, craft intuitive websites with clear user experiences and lead multi-channel campaigns across digital, print, and social platforms, blending creative direction with hands-on execution to deliver work that is visually compelling and strategically aligned.

- Graphic Design & Branding
 - Social Media Content Planning
 - Cross-functional Team Collaboration
 - Digital & Print Assets
 - Web Design & Development
 - Packaging Design & Development
 - Creative Direction
 - Project Management
 - Strategic Planning/Execution
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- Design and refine website UI and UX, auditing site architecture and user flow to create a seamless, intuitive experience
 - Build and maintain cohesive brand and visual systems across digital, print, and social channels to ensure a consistent brand voice
 - Produce and edit photography and creative assets, maintaining a high standard of visual quality across all platforms
 - Manage SEO and website analytics, translating data into actionable improvements and measuring the impact of design updates
 - Oversee marketing strategy and campaign planning to strengthen brand visibility and support growth goals
 - Lead the development team, providing direction and quality checks to ensure accurate, polished implementation of site updates and design refinements
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- Led brand and design direction across corporate and franchise channels, reporting directly to the VP of Marketing as the company's primary creative lead.
 - Owned end-to-end creative for 100+ locations, from planning and strategy through to execution, across digital campaigns, print collateral, packaging, in-store signage, social, and email.
 - Developed and maintained brand-wide design systems and component libraries, including quarterly template sets for repetitive campaigns to create efficiency, reduce designer burnout, and ensure brand consistency.
 - Designed templates and assets to scale campaigns without sacrificing creative impact, enabling more time for high-priority and innovative projects.
 - Oversaw art direction, mentored junior designers, and advised leadership on co-branded assets, creative decisions, and brand innovation opportunities.

Freelance | Remote
Graphic Designer | 2011 – Present

- Developed and executed high-performing digital ad campaigns, aligning visuals and messaging with market insights and user behaviour
- Delivered end-to-end creative solutions for B2B and B2C brands, including marketing collateral, digital advertising, signage, packaging, brand visuals, prototyping, and website design
- Managed website redesigns from Figma to Webflow, analyzing SEO performance, user behavior, and competitor benchmarks to inform structure, content strategy, and design decisions
- Oversaw full marketing strategy across Meta, LinkedIn, and email, aligning brand voice and visuals with user behavior, market trends, and growth goals
- Translated strategic findings into refined creative direction, ensuring cohesive visual storytelling and performance-focused outcomes
- Executed clean, conversion-focused design supported by strategic insights and cross-functional collaboration to drive brand growth

Avicanna Inc. | Toronto, ON
Social Media Manager
& Content Creator 2021 – 2022

- Attained higher audience engagement by increasing brand visibility across various platforms through targeted social media strategies for multiple brands within the company portfolio
- Led end-to-end social media campaigns, including photoshoots, influencer collaborations, and assets development, leveraging an understanding of the brand and target audience
- Produced visually appealing content, including graphics, videos, and digital assets, to capture audience interest
- Ensured full compliance with Canadian biopharmaceutical regulations across digital and print campaigns, translating content for B2B and B2C use while balancing creativity with regulatory standards

United Floral Distributors | Pelham, ON
Marketing & Creative Development
Coordinator | 2019 – 2021

- Solely managed all marketing and creative functions, leading the planning, design, and execution of print and digital materials across retail and wholesale channels
- Designed seasonal and year-round floral arrangements by collaborating with buyers, importers, and vendors, ensuring cohesive alignment between pricing, product availability, and visual impact
- Strategically balanced high-end and cost-effective florals to elevate product offerings for grocery chains while meeting budget constraints, helping differentiate from competitors, and enhancing shelf appeal
- Curated and maintained the online product catalogue and created compelling B2B marketing content, including product photography and social media assets for florist and wholesale audiences
- Took initiative to improve the aesthetic quality of lower-cost bouquets, challenging traditional design standards to create more visually appealing options within pricing constraints

Ooh La La Designs | Pelham, ON
Creative Specialist | 2019 – 2020

- Demonstrated exceptional creativity, attention to detail, and storytelling skills by aligning floral arrangements, bouquets, and installations with event themes and client expectations
- Headed the photoshoot for Wedlux and Vineyard Bride by organizing the shoot details, coordinating with vendors, overseeing design executions, and engaging in cross-functional collaboration with photographers and stylists
- Stayed abreast of online trends to adapt content and keep the brand fresh, relevant, and competitive within the market
- Contributed to overall website traffic through regular updates and messaging in line with the luxury brand identity
- Mentored 1-5 junior designers, depending on event size, with a focus on brand excellence while managing workflows by delegating tasks and meeting deadlines in fast-paced and high-pressure environments

T. Litzen Sports | Dundas, ON
Graphic Artist | 2017 – 2019

- Utilized various production methods, such as screen printing, embroidery, and sublimation, to deliver sportswear and goods for Canada's largest Nike wholesaler
- Bridged the gap between client expectations and project deliverables by producing designs balancing aesthetic appeal with high-performance and functionality requirements

Digital Extremes | London, ON
UI/UX Designer | 2014 – 2017

- Enhanced user experience and gameplay by developing intuitive and user-centered interfaces for a critically acclaimed video game on PC, Xbox, and PlayStation platforms
- Fostered a cohesive and immersive gaming experience in collaboration with developers, artists, and sound designers
- Improved user interactions, gameplay fluidity, and overall engagement through innovative interface solutions

Education & Professional Development

- UX Design Certificate, BrainStation
- Graphic Design Advanced Diploma, Fanshawe College
- New Media Certificate, Fanshawe College