

BROOKE ARIEL SCARBOROUGH

UX & GRAPHIC DESIGNER



CONTACT

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CERTIFICATIONS

- UX Design Bootcamp
Noble Desktop
- HTML Email Certificate
Noble Desktop
- Inbound Marketing
Hubspot

SOFTWARE

DESIGN

- Adobe XD
- Figma
- InVision
- Miro
- Mural

ADOBE

- Dreamweaver
- Illustrator
- InDesign
- Lightroom
- Photoshop
- Premiere

CRM / OTHER

- Click Dimensions
- Microsoft Suite
- Microsoft Teams
- Slack
- Hubspot
- Hootsuite
- Unbounce

ABOUT ME

Highly creative and multi-talented entrepreneurial marketer that specializes in UX, marketing, and graphic design. I am deadline-driven, a team player, and a problem solver who is looking for a new opportunity.

WORK EXPERIENCE

2021

PLANET HOME LENDING

SENIOR GRAPHIC DESIGNER, CORPORATE MARKETING • JULY 2017 - PRESENT

- Lead graphic designer for three business units: Correspondent, Wholesale, and Distributed Retail, three sister companies, and operations (750+ people, 40 locations)
- Organize and host events, strategize marketing campaigns with executives for B2B and B2C audiences, and research marketing trends to grow the Planet brand
- Design the UX/UI for the Corporate company website, Planet Online Store, and landing pages for desktop and mobile experiences

2020

AVANA TECHNOLOGIES

UX/UI DESIGNER (FREELANCE) • NOVEMBER 2018 - 2020

- Work with management to develop wireframes and mockups for a B2C site
- Test and provide design solutions for the Avana mobile app

2017

ALL RISKS, LTD.

GRAPHIC DESIGNER, CORPORATE MARKETING • MAY 2015 - JULY 2017

- Support B2B Corporate Marketing department with marketing requests from five business units (850+ employees, 30 locations)
- Create web and print materials including flyers, tri-fold brochures, standing banners, infographics, business cards, videos, and more for agency visits and events/trade shows
- Develop nationwide targeted email campaigns with HubSpot and Magnet Mail

2015

TOWSON CHAMBER OF COMMERCE

ASSISTANT TO THE EXECUTIVE DIRECTOR • MARCH 2014 - MAY 2015

- Design the UX/UI for the Towson Tipster app, a community app for the Towson community
- Create marketing materials, maintain membership and recruit, and manage 80+ events per year that attract 300,000 people and politicians to the Towson community

EDUCATION

2021

MARYLAND INSTITUTE COLLEGE OF DESIGN

GRADUATION: AUGUST 2022 • 4.0 GPA

- Masters - User Experience Design

2014

TOWSON UNIVERSITY

GRADUATION: MAY 2014 • 3.9 GPA

- BS - General Design Studies
- BS - Mass Communication: Public Relations and Advertising

INTERNSHIPS

2014

GIVECORPS / TOWSON UNIVERSITY

MARKETING INTERN • JUNE 2013 - MAY 2014

2012

PODESTA GROUP

PUBLIC RELATIONS INTERN (SUMMER) • MAY - AUGUST 2012

LEADERSHIP

- **TOWSON CHAMBER FESTIVAL COMM.** Member - 2014 - Present
- **ALL RISKS SPIRIT COMMITTEE** Member - 2015 - July 2017
- **AIGA - GRAPHIC DESIGN ASSOC.** Vice President - 2012 - 2014
- **ODK - HONORS FRATERNITY** Vice President - 2012 - 2014
- **AAF - ADVERTISING ASSOCIATION** Member - 2012 - 2014
- **TRI DELTA - SORORITY** Member - 2010 - 2014