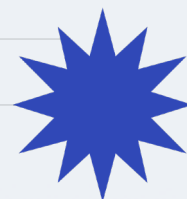


Jasmine Brooks

Graphic and Web Design + Content Creation



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Education

UNIVERSITY OF MELBOURNE
Master of Contemporary Art (Hons), 2023
Victorian College of Art (VCA)

THE ART INSTITUTE OF AUSTIN
Bachelor of Graphic and Web Design, 2015
2015 Film Scholarship Recipient

Skills

TECHNICAL

Adobe Suite (Ps, Ai, Id, Ae, Pr)
Figma and Whimsical
html, CSS, Squarespace, Wordpress
Asana, Basecamp, Hootsuite,
Canva, Office 365, Google Suite

DESIGN

Wireframing
Website
Design Thinking/Strategy
Visual Design
Illustration
Branding
Print

Creative Conquests

I have a passion for transforming complex concepts into engaging and accessible visuals. Noteworthy volunteer projects include:

- **AIGA Changemakers:** Coordinated and led creative efforts for LifeWorks in the Austin Changemaker series, directing a group of designers for the End Youth Homelessness campaign in 2020. **80 hours**
- **FullyFree Collective:** Collaborated with a dedicated team, capturing personal narratives on identity and expression for a coffee table book I designed showcased at a vibrant Austin, TX gallery event. **>100 hours**

Experience

MODERN CLASSROOMS PROJECT 2020-2024 / REMOTE

BRAND AND DESIGN MANAGER

- Crafted compelling copy and refined content for marketing materials and digital platforms.
- Spearheaded social media strategy, managing content creation, scheduling, and engagement to enhance brand presence.
- Led branding initiatives, design projects, and video production to ensure cohesive visual identity across all channels.
- Directed website development and design, optimizing user experience and brand alignment.
- Oversaw content management and curation to ensure relevance and consistency in brand messaging.

LEAD DESIGNER

- Created the logo, branding, and website for Modern Classrooms Project.
- Established brand guidelines, voice, vision, and strategy.
- Led visual and design initiatives using videography, illustration, animation, and photography skills.

LIFEWORKS AUSTIN 2015-2020 / ON-SITE

BRANDING AND DESIGN CONTRACTOR 2019-2020

- Led the development, design, and implementation of selected year-end campaigns, such as the Annual Impact Report, driving awareness and fundraising efforts.

CREATIVE COORDINATOR 2015-2019

- Specialized in graphic design, web design, photography, and videography to enhance brand visibility and engagement.
- Responsible for the creation, management, and maintenance of the LifeWorks website.
- Developed brand guidelines and vision to ensure a cohesive brand identity.
- Worked closely with the Director of Marketing on various projects, leading design efforts while assisting in social media management and marketing campaigns to ensure consistency through visual content and messaging across platforms.
- Produced compelling visual content and contributed to the development of strategic marketing initiatives to support organizational goals.

FUTUREFRONT TEXAS 2015-2019 / ON-SITE

CREATIVE STAFFER AND BOARD MEMBER

- Writing and editing for various blog and social media posts to enhance online presence.
- Developed and executed strategic campaign and communications plans to achieve organizational goals.
- Led event production, curated artists, and oversaw logistical planning for successful execution.