



IMANI BROOKS

Designer

Senior graphic designer with 8 years across in-house and agency, focused on brand systems and integrated campaigns for fintech and consumer health clients. Comfortable owning a project from creative brief to production hand-off, and partnering closely with copy, motion, and dev. Known for pairing strong typography with disciplined file hygiene.

CONTACT INFORMATION



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Atlanta, GA

KEY SKILLS

- Brand identity systems
- Campaign art direction
- Packaging design
- Editorial layout
- Figma
- Adobe Creative Suite
- Webflow
- Typography
- Print production
- Client presentations
- Mentorship
- Cross-functional collaboration

PROFESSIONAL EXPERIENCE

2020 - Present

Senior Graphic Designer | Cobalt & Fern Studio, Atlanta, GA | 2020 to Present

- Art directed a campaign for a teledermatology client that ran across CTV, paid social, and OOH in 9 metro markets
- Refreshed brand identity for a fintech startup ahead of Series B, including new wordmark, color, and a 40-screen UI kit
- Reduced campaign production time by about 35% by introducing master templates and a shared icon set in Figma
- Reviewed work from 2 mid-level designers weekly and ran a monthly type-and-grid workshop for the studio
- Pitched concepts directly to client marketing leads, including 3 CMOs, with a 4 of 5 win rate on presented routes

2017 - 2020

Graphic Designer | Harlow Mae & Co., Atlanta, GA | 2017 to 2020

- Designed packaging for a skincare line carried in 220 specialty retailers, including primary and secondary cartons
- Built editorial layouts for a quarterly print magazine with a 48,000-copy run
- Collaborated with web developers on landing pages using Figma-to-Webflow handoff
- Maintained brand systems for 5 active retainer clients, including quarterly audits

EDUCATION

BFA in Communication Design, Savannah College of Art and Design, 2017