

Brooke Coraldi

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EXPERIENCE

Senior Designer

Invoke Canale | September 2021 - Present | San Diego, CA

- Using XD and design thinking to provide creative solutions, that help our clinical stage biotech companies gain funding to progress their pipelines, and internally providing a \$400K+ contribution to annual budget.
- Manage multiple projects from concept to launch, taking projects from scoping and requirements through design, development and launch in a fast-paced environment; achieving all deadlines and budgets addressed with Product Management.
- Leads a team of 2-3 designers, mentoring and providing brand direction.
- Collaborates cross-functionally with partner teams and client stakeholders to explore ideas and build consensus on fast-moving projects with varying degrees of ambiguity by presenting storyboards, style tiles and interactive prototypes to gain buy-in; while managing timeline and budget constraints.
- Generates clear, detailed documentation of design specs that inspire accurate engineer builds. Participated in staging reviews and bug solutions with the engineering team to successfully deliver 7 polished, responsive sites in 12 months. Maintaining and enhancing design systems as webpages evolve.
- Led competitive analysis and user research for new products aimed at growing the company's business by 20%.
- Developed and promoted accessibility requirements SOPs, including adding contrast checks as part of the design process, which resulting in a company SOP of adding on an accessibility feature as part of our website packaging.

Product Design Consultant

Self Employed | January 2011 - Present | US

- Jan 2021 — Sept 2021: Customized responsive website solution and mini-brand for Portia Page Pilates. Built a platform to showcase their virtual studio, training seminars, collaborations, and merchandise. Used visual design audits of similar sites, and a competitive analysis to create content and layout strategies. Illustrated sunflower brand elements and warm tones matched their grounded, energizing personality.
- Aug 2021: American Cancer Society's #GoldTogether social media visual design and brand collateral. Consulted with the client to understand their goals and message. Created a consistent visual approach, which drove the awareness campaign. The campaign resulted in 286 participants, \$300K raised by participants, and \$23K raised by sponsorship.
- Consulted with several government, startup, and biotech clients using persona interviews, visual design audits and competitive analyses to drive solutions for responsive websites, visual design, and brand collateral to drive business objectives.

Art Director

Rady School of Management UC San Diego | August 2017 - October 2019 | La Jolla, CA

- Increased domestic leads by 9% and click-through-rate by 7%. Working with Data Science and Digital Marketing teammates to conduct A/B user testing campaigns on Facebook Ads to drive content and visual design decisions and develop a high-impact ad campaign with limited budget.
- Increased 1-year program applications by 10% by conducting focus group sessions, interpreting findings and delivering a refreshed ad campaign.
- Collaborated with Technical Project Manager to create a user flow and design the Admissions recruitment automated email campaign; segmented by program of interest, which resulted in a 49.6% open rate and over 5% clickthrough (Education industry averages provided by MailChimp: 21.8/2.48%).
- Lead the new brand guidelines and templates project, collaborating with cross-functional teams to improve the brand's identity and consistency, resulting in an increase in brand awareness.

Freelance Senior Artist

UC San Diego | January 2017 - June 2017 | La Jolla, CA

Senior Graphic Designer

Youngevity | November 2014 - October 2016 | Chula Vista, CA

Graphic Designer

Price Chopper Supermarkets | November 2013 - October 2014 | Latham, NY

EDUCATION

Bachelor of Science

Art Institute of Pittsburgh • Pittsburgh, PA • 2012

CERTIFICATIONS

User Interface Design

Fashion Institute of Technology • 2020

Created a task flow for e-commerce site to search, filter and place an item in a cart. Design process included a company profile, competitive analysis, high fidelity wireframes focusing on interaction design and starting mobile first. UI designs for mobile and desktop, creation of a design system/component library, click-through prototypes and a final presentation.

SKILLS

Hard Skills: User Experience Design, UX/UI, User Interface Design, Interaction Design, Wireframing, Prototyping, Visual Design, Leadership, UX Research, User Testing

Technical Skills: Figma, Adobe XD, PhotoShop, Illustrator

Soft Skills: Cross-functional Collaboration, Goal-orientated, Organized