

SKYE BROOKSHIRE

GRAPHIC DESIGNER & UX DESIGNER

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SUMMARY

UX Researcher and Graphic Designer who delivers clear, user-centered solutions through creative design and prototyping. Skilled in transforming ideas into intuitive visuals that drive engagement. A dependable creative resource bringing strategy, branding, and value to every client.

EDUCATION & ACHIEVEMENTS

Savannah College of Art and Design (SCAD)

Bachelor of Fine Arts in Graphic Design

FIGMA Certification | Dean's List | 2022-2023, 2024-2025

EXPERIENCE

Social Media Manager | Let's Keep It A Buck(LKIAB)

October 2024 – Present

- Increased audience engagement by creating and scheduling strategic content across YouTube, Instagram, and TikTok.
- Enhanced visibility by designing flyers and podcast visuals for new episodes, events, and collaborations.
- Strengthened brand connection by writing creative, audience-focused captions aligned with the show's voice.

Marketing Coordinator | BeeBLK Women

April 2025 – June 2025

- Expanded community impact by coordinating marketing and outreach programs that empowered women in business.
- Elevated brand identity through compelling digital content and consistent visual design.
- Supported campaign success by maintaining cohesive communications across all marketing channels.

Design Co-Lead | SCADpro x BMW

March 2024 – May 2024

- Led a design team developing user experience concepts for BMW's digital platforms.
- Oversaw project workflow and ensured design quality met professional standards.
- Collaborated with BMW stakeholders to present prototypes with real-world application potential.

UX Designer | SCADpro x Deloitte

January 2024 – March 2024

- Conducted user research and usability testing to identify user needs and improve digital products.
- Created wireframes and prototypes that guided design recommendations for Deloitte's UX projects.
- Presented research findings and deliverables that informed Deloitte's client project outcomes.

SKILLS

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Miro, Notion, Canva, User Research, Wireframing, Prototyping, Usability Testing, Branding, Visual Design, Social Media Design, Content Strategy, Collaboration & Communication, UI Design.