



BROOKE FERRINO

Graphic Designer

Creative and detail-oriented Graphic Designer with 16+ years of experience delivering innovative visual solutions across print and digital platforms. Proven expertise in branding, marketing design, and production workflows, with a strong track record of collaborating with cross-functional teams to elevate brand presence and drive results.



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Peoria Arizona

EXPERIENCE

SURCHX

SENIOR GRAPHIC DESIGNER

2018 - 2020

- Led the conceptualization, design, and execution of digital assets across web, social media, email campaigns, and e-commerce platforms to design user-centric UI/UX solutions and maintain brand consistency and drive engagement.
- Collaborated closely with marketing teams to develop visually compelling video content and assets aligned with campaign goals, audience insights, and brand identity.
- Managed multiple design projects simultaneously, ensuring timely delivery and adherence to brand guidelines and business objectives.
- Utilized Adobe Creative Suite to create optimized, responsive content for web, mobile platforms, video editing, and A/B testing.
- Wrote SEO-optimized website and blog content to support content marketing initiatives and improve organic search visibility.

US DIGITAL MEDIA

SENIOR GRAPHIC DESIGNER

2007 - 2012

- Designed a wide range of print materials including packaging, product inserts, labels, direct mailers, brochures, catalogs, signage, and branded collateral to support marketing and sales initiatives.
- Managed the end-to-end print production process—from initial concept to final press check—ensuring color accuracy, bleed setup, and print specifications met quality standards.
- Worked closely with in-house print technicians to proof and finalize files for digital and offset printing, maintaining production efficiency and minimizing material waste.
- Developed and maintained brand guidelines, print templates, and asset libraries to ensure visual consistency across all printed materials.
- Oversaw print schedules, coordinated print runs, and ensured timely delivery of print materials.

PUBLISHED AUTHOR

SELF-EMPLOYED

2011 - PRESENT

- Wrote, edited, and self-published multiple original works across women's fiction and paranormal fiction, managing every stage of the publishing process from concept to publishing, marketing, ARC distribution, email sequences, and social media strategies to boost visibility and sales.
- Produced high-impact marketing collateral across digital channels, including email campaigns, landing pages, social media ads, banner graphics, and promotional materials.
- Collaborated with editors, proofreaders, beta readers, and translators to polish manuscripts and maintain high editorial standards.

EDUCATION

BACHELOR'S IN DESIGN AND VISUAL COMMUNICATIONS

KATHERINE GIBBS COLLEGE, NJ

