brooke maxwell

PRODUCT DESIGNER | UX DESIGNER

bruk.design **brookemxwll@gmail.com** **brooke-maxwell**

PROFILE

Product and UX designer with a foundation in visual design, brand systems, and consumer experiences. Translates complex problems into intuitive digital experiences through research, interaction design, prototyping, and cross-functional collaboration. Brings strong visual craft and systems thinking from early concept through implementation.

EDUCATION

Maryland Institute College of Art
MPS in UX Design,
Expected 2026

Kendall College of Art and Design
BFA in Graphic Design, 2019

SKILLS & TOOLS

Product & UX
UX research, information architecture, journey mapping, wireframing, interaction design, prototyping, usability testing

Visual & Systems
UI design, responsive design, design systems, brand systems, creative direction, design documentation

Tools & Platforms
Figma, Adobe Creative Suite, Webflow, Framer, Notion, Asana, Klaviyo, Mailchimp, Microsoft 365, Google Workspace

EXPERIENCE

Boyne Country Sports | Lead Designer
2024–Present · Petoskey, MI · Hybrid

- Serve as the sole in-house designer supporting 7 Michigan retail locations, leading cross-channel creative across e-commerce, email, social, seasonal campaigns, events, and in-store experiences.
- Translate merchandising and marketing priorities into coordinated customer experiences in partnership with e-commerce, retail leadership, store teams, brand partners, and production vendors.
- Build reusable campaign templates and production workflows that strengthen brand consistency across locations and simplify seasonal rollouts.

Independent UX/UI Designer | Selected Contract Engagements
2022–Present · Remote

- Topiary: Lead UX/UI strategy and execution for digital product builds, translating requirements into information architecture, user flows, interactive prototypes, and developer-ready designs.
- Carbonhouse / AXS Group: Design responsive interfaces for entertainment and live-event clients, including BOK Center, Sing Out Loud, and Charlotte International Arts Festival.
- Two by Four: Adapted approved designs for the Kentucky Derby 150th website across responsive breakpoints and supported UI production for additional client websites.

Great Lakes Center for the Arts | Lead Designer
2020–2022 · Bay Harbor, MI · Hybrid

- Served as the sole in-house designer for a 525-seat performing arts venue, leading creative across programming, institutional marketing, development, email, print, and digital channels.
- Advocated for and helped lead a responsive website relaunch during the organization’s capital campaign, expanding access across desktop and mobile devices.
- Established brand guidelines, reusable campaign templates, file-management standards, and vendor workflows used across departments.