

BROOKE APPLEWHITE

Graphic Designer & Web Developer

 765.603.0108

 bapplewh.design@gmail.com

 Denver, CO

 bapplewh.com

Thank you for taking the time to review my application. I'm excited about the chance to bring my experience as a full-service graphic designer to your team. With over a decade of hands-on work in web and graphic design (and a growing background in web development) I'm confident I can bring both creativity and technical insight to your organization.

Over the years, I've developed quite an eye for details and a collaborative mindset that help me thrive in both team settings and independent projects. My foundation in design was built at Purdue University, where I had the opportunity to work on and participate in a wide range of print and digital projects. Since then, I've had the opportunity to grow my skills in a variety of environments—from seven years of building a design department up from scratch at a full-service web agency, to leading, directing, and executing marketing efforts at a fast-paced start-up. Those experiences taught me how to manage complex projects, adapt quickly, and lead with both creativity and strategy.

I'm also passionate about continuous learning. While working full-time in downtown Denver, I completed a full-stack web development certification and have continued to explore new tools and technologies ever since. I'm always eager to take initiative and contribute wherever I can; this includes learning new software platforms, finding ways to streamline team workflows, and much more.

I'd love the opportunity to bring that same energy, creativity, and technical skill set to your team. You can view my portfolio at bapplewh.com for examples of my work. Thank you again for your time and consideration.

Warm regards,
Brooke Applewhite

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ABOUT ME

I'm a senior designer and web developer located in the Denver metro area. I've been consistently working in the field of graphic design in the area since I moved out here from Indiana in 2019; I'm very open to relocating for the right opportunity if a relocation package is available. I graduated from Purdue University (main campus) in 2013 with a major in Visual Communications Design, and I completed a certification in web development from Bottega University in 2021. I'm proficient in many design languages and platforms, as well as always willing to learn and grow my knowledge base.

Do I sound like someone you'd be interested in working with? I'd love to hear from you!

EDUCATION

- Marion High School**
Honors Diploma, College Courses
2005 – 2009
- Purdue University**
Visual Communications Design
2009 – 2013
- Bottega University**
Full Stack Web Development
2019 – 2021

EXPERIENCE

UI/UX Digital Designer, Philosophy Communication

July 2025 – Current

Despite my title, I do work on both print and digital work in this role. Our clientele ranges across many different industries, including education, government, technical services, religious, and many more. Some of the types of design that I work on regularly include social posts (paid & organic), vertical content (social media), whitepapers, logo and brand design, web design and maintenance, and marketing collateral (flyers, brochures, etc). I report directly to my art director, with whom I have daily check-ins to discuss projects and deliverables. I also work directly with owners/partners of the company on many of these projects. This agency follows a hybrid schedule.

Senior Graphic Designer, Simon/Myers

Jan 2025 – Apr 2025

As Senior Graphic Designer at Simon/Myers, I led the visual direction for a wide range of campaigns for prominent clients including UniBall and AZEK. I played a hands-on role throughout the entire creative process—from initial ideation through to final implementation—ensuring cohesive and effective design solutions. Leveraging my background in web design, I developed a distinctive illustration and icon style that was adopted across the Simon/Myers website, enhancing brand consistency and visual appeal. Additionally, I was instrumental in designing and producing presentation assets and social media visuals for the company's annual webinar, contributing to its professional polish and engagement.

Graphic Designer, Meru Health

Oct 2021 – Oct 2024

As the sole graphic designer for the company, I worked as part of an extremely small team in a startup environment; at times I was the only person on the marketing team. I researched, vetted, and implemented a Digital Asset Management (DAM) system by myself, and I played an integral role in the company rebrand in 2022. The company had already signed a contract with a design house called BOLD Helsinki before I had started. So, upon starting I collaborated closely with their team throughout the rebrand process. I was responsible for maintaining the brand's look and feel across both print and digital platforms, ensuring consistent brand usage post completing the rebrand project. Additionally, I handled website maintenance and updates, and worked directly with the founders and leadership team on campaigns and new marketing workflows. I collaborated with multiple teams to set up email campaigns and segment audiences (customer.io). I supported the sales team's efforts and strategies by regularly collaborating with them on presentations (Google Slides, Keynote, and PowerPoint).

Graphic Designer, Transamerica

July 2019 – Sept 2021

After being hired by Transamerica (Marketing department), I was tasked with focusing primarily on creating and updating print-based materials for our clients' retirement plan participants. Although, historically, I've always been more accustomed to working in the digital space, I took on this role to expand my skills as a full-service graphic designer. In this corporate, fast-paced work environment, I was required to work both quickly and efficiently. I collaborated closely with the writing team and the web department to find effective project solutions. I was asked by my boss, who recognized my technical background and strong work ethic, to take the lead in developing company-wide templates by learning and implementing a new templating program (Chili Publish).

Creative Lead, SFP

June 2013 – May 2019

In this role, I took charge of the entire design department, leading meetings, conducting design reviews, training designers, and managing all SFP brand-specific work. I worked directly with clients, ran and attended meetings, and collaborated with our in-house development team to address design and interface challenges. Additionally, I served as the lead designer on every project. During my time at SFP, I led a company-wide, successful effort to rebrand the company. This involved updating all logos, website, and all print/digital communication assets. I grew the marketing department from me being the sole designer, to me being the lead designer with two junior designers. This internal growth allowed us as a company to keep up with demand which in turn increased company revenue.

SKILLS

