

BROOKE HEALEY CREATIVE

I am an open-minded creative who believes in the power of storytelling through strong teamwork, clear concepts, and simple design.
I am constantly fascinated about the world around me and my passion is to create work that can help drive people's curiosity.

Based in NYC
BrookeHealey.net
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EXPERIENCE

Thought Matter Creative Studio, Art Director Intern, NYC

October 2025 - December 2025

Conceptualized and designed ideas with the creative team for Blended Apps' social media accounts through weekly sprints.
Designed onboarding UI for the Blended App, contributing both conceptually and visually to the app's overall experience.
Conceptualized and designed visual assets for Thought Matter's internal holiday party.
Contributed to Thought Matter's holiday packaging and advertising assets for outreach to current and prospective clients.
Conducted a site overview and community insight report for La Colmena, a nonprofit in Port Richmond, Staten Island, to guide design recommendations based on community needs.

Pereira O'Dell, Freelance Junior Art Director, NYC

August 2025 - August 2025

Created ideas with the creative team for Zelle, Basil Hayden Bourbon, Chiquita Bananas, and Spin Master.
Designed assets and visually communicated concepts for internal-facing pitch decks, social media posts, and banner ads.
Utilized AI programs such as MidJourney and ChatGPT to prompt, refine, and execute unique visual concepts.

Pereira O'Dell, Art Director Intern, NYC

June 2025 - August 2025

Conceptualized campaign ideas with the creative team for Zelle, Basil Hayden Bourbon, Chiquita Bananas, and Mike and Ike.
Designed assets and visually communicated concepts for internal-facing pitch decks.
Contributed to a research-driven intern project by finding key insights and leading the visual design of final assets to be featured on the agency's LinkedIn and presented internally.

MAIP 2025 Fellow

June 2025 - August 2025

Developed and art-directed on a brief for Walt Disney World which targeted hispanic families, collaborating with MAIP peers.
Engaged with industry mentors through professional development sessions to refine creative skills and deepen industry knowledge.
Underwent virtual training sessions to strengthen my skills with creative tools and stay adaptable to evolving industry trends.

Fulwell/ The Robot Co Advertising, Art Director Intern, NYC

June 2024 - August 2024

Collaborated with the creative team to develop campaign concepts for Google Pixel, NBA, and Fortnite.
Designed assets and visually communicated concepts for internal-facing pitch decks.
Led art direction and concept development for an intern project to strengthen The Robot Co's social media brand identity.

Krost Clothing, Graphic Design Intern, NYC

September 2023 - December 2023

Produced organic social media content and designed sponsored posts to promote the brand.
Updated website with new clothing and layouts in order to improve user experience.
Collaborated on forming a design direction and design assets for childrens clothing line.

EDUCATION

BFA in Advertising & Digital Design

August 2023 - May 2025

Fashion Institute of Technology, NYC

AAS in Communication Design

August 2021 - May 2023

Fashion Institute of Technology, NYC

SKILLS

Core Skills

Conceptualization, Storytelling, Collaboration, Leadership, Detail-oriented, Copywriting, Problem Solving, and Adaptability.

Programs

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, ChatGPT, MidJourney, Figma, and Google Suite.

AWARDS

Young Ones 2024

Merit- Advertising Radio & Audio

2 Shortlist- Advertising OOH Print