

# Brooke Kalf

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**Brooke Alyss**

Graphic | Illustration | Interior

Brooke is graphic and interior designer, who has great skill in branding, graphic design, illustration, interior decoration, marketing, and photo editing. Based in the greater Western Sydney area. Brooke has completed two graphic design degrees, an interior design degree, freelance work, a six-month internship, a three-month internship, and is currently working on her post graduate marketing and digital strategy certificate. This work has honed the skills to work well in a professional design environment. Brooke has also spent three years working in an office as an administration assistant creating great in-office skills. Familiar with talking to clients, and communicating designs, works well in team environments, as well as working well alone, and being able to follow instructions. She is ready to work with a great positive attitude, and wants to share inclusive design with a positive impact on the world. In her personal time Brooke loves to play with her pet rabbits, including Fluff Fluff, spend quality time with her family, draw, paint, go rollerskating, and playing video games.

## Experience

June 2017 - June 2020

Administration Assistant

Autopak Vetlab

Duties:

- Prepared and sent out purchase orders/ invoices
- Emailed out statements, invoices, and purchase orders
- Recorded data and information charts
- Organised payment of invoices
- Organised office files and docketts

March 2020 - October 2020

Junior Designer

Rabbit Hole Design Studio

Western Sydney University

Duties:

- Collaboration with team members
- Branding package design
- Website design
- Print design elements: Flyers, business cards, post cards, ect.

November 2020- September 2021

Freelance Work

Duties:

- Branding package design
- Website design
- Print design elements: t-shirt design, screen printed towels, ect.
- Worked for Alison's Handmade goods, and KTARC.
- Sold digital products on Etsy.

October 2021- March 2022

Graphic Design Internship

Image Group International

## Skills

Advanced in InDesign

- Multi and single page print design
- Multi and single page digital design
- Certificate design

Advanced in Illustrator

- Logo design
- Branding element design
- Business card design
- Vector illustration design

Advanced in Photoshop

- Photography edits
- Image edits
- Image and illustration creation

Intermediate in SketchUp

- Rendered 3D furniture plans
- Custom object creation

Intermediate in Lightroom

- Processed photography

Competent in AutoCAD

- Created multi page CAD plan package
- Floorplans at scale
- RCP at scale
- Furniture plans at scale
- Elevations at scale
- Sections at scale

#### Duties:

- Updated website design
- Poster design
- Redesign of seminar work booklet
- Image design
- Branding

February 2023- April 2023

Graphic Design Internship

Ecobuy/ Nutritionist Student

#### Duties:

- Creation of infographics
- Layout design (print and digital)
- E-book design/ creation
- Branding

## Education

Diploma of Design

2017-2018

Western Sydney University

Course GPA: 5.214

- Major Projects- Self branding project, website design and creation

Bachelor of Design (Visual Communication)

2017-2020

Western Sydney University

Course GPA: 5.147

- Specialisations- Illustration, Interactive Design, Photomedia, Digital Design
- Major- Graphic Design
- Major Projects- Game design project, app design project, Illustration booklet, motion design, data visualisation, and multiple self briefed projects

Diploma of Interior Design and Decoration

Sep 2021- Sep 2022

Billy Blue at Torrens University

Course GPA: 5.16

- Major Projects- Bookstore design project, Hotel and bar design project

Graduate Certificate in Marketing and Digital Strategy

Aug 2023- July 2024

UTS

## Achievements

1st in course- Diploma in Design

## Referees

Patricia Bosa

Personal Branding Director  
Image Group International  
Phone: (03) 9824 0420  
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Michael Toms

KTA RC Co-founder  
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