

Concetta Brooks

Product & Brand Designer

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SUMMARY

Product and Brand Designer designing across enterprise and consumer platforms, known for applying strong design judgment to ambiguous challenges and building systems that align user needs, business goals, and scalability. Leverages AI-assisted tools to enhance exploration, prototyping, and design iteration.

EXPERIENCE

Product Designer | Lowe's

Charlotte, NC | April 2024 – Present

- Lead product design across customer-facing and enterprise experiences within Lowe's Loyalty ecosystem.
- Designed the Point Booster Setup Tool, automating 93% of campaign setup and reducing engineering tickets from 34 to 2.
- Designed the Member Lookup & Appeasement Tool, streamlining support workflows and accelerating member issue resolution.
- Led UX enhancements for the Messi sweepstakes, creating a scalable experience later leveraged for NFL sweepstakes.
- Partner with Product, Engineering, Research, and business teams from discovery through delivery.
- Leverage Figma Make, ChatGPT, and AI-assisted prototyping to accelerate exploration and iteration.

Product Designer | Mr. Cooper (Powered by Rocket Mortgage)

Remote | 2021 – 2024

- Designed customer-facing web and mobile experiences supporting mortgage pre-approval, onboarding, and account servicing
- Converted complex financial and regulatory requirements into clear user flows that balanced usability with compliance
- Established reusable UI patterns that improved consistency across consumer-facing products
- Supported large-scale releases by designing for edge cases, error states, and accessibility requirements
- Improved clarity and confidence in high-stakes user journeys involving sensitive financial decisions

Senior Visual Designer | U.S. Figure Skating

Colorado Springs, CO | 2017 – 2021

- Led visual design for national campaigns, events, and programs representing a globally recognized sports organization
- Developed campaign systems and creative direction across digital, print, and experiential touchpoints
- Partnered with an external agency on the redesign of the Learn to Skate app, contributing to the evolution of its visual language and digital presence
- Elevated brand expression through typography, layout, and storytelling across marketing initiatives

Digital Designer | Augusta Sportswear

Augusta, GA | 2013 – 2017

- Owned the design and delivery of recurring email campaigns, managing layout, imagery, and messaging from concept through deployment
- Developed a modular set of digital templates that allowed the marketing team to quickly adapt designs for new products, seasons, and promotions
- Worked within brand and production constraints to deliver high-volume creative accurately and on tight deadlines

EDUCATION

Bachelor of Fine Arts, Graphic Design | **Georgia Southern University**
UI/UX Design Certification | **Boulder Digital Arts**

CORE SKILLS

Design Systems, Prototyping, Enterprise UX, Consumer UX, Responsive Design, User Flows, Accessibility, Cross-Functional Collaboration, Stakeholder Alignment, Agile Product Development, AI-Assisted Design

TOOLS

Figma Design/Make, Figjam, ChatGPT, Miro, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Jira, Confluence, Microsoft Teams, Slack