Hugo Brooks

SENIOR GRAPHIC DESIGNER

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Senior Graphic Designer with 7+ years crafting brand identities that actually stick. Delivered award-winning (Gold MarCom Award 2025) campaigns for industry events and scaling design systems. Proficient in branding, marketing design and sales material across digital, print and video. Seeking to drive compelling visual narratives through impactful design solutions.

Work Experience

Graphic Designer, Marketing

August 2021 — September 2025

GumGum

Amsterdam, NL

- Spearheaded award-winning brand identities for events ranging from small regional events to tentpole events like Possible and Cannes Lions.
- Created 500+ icons and illustrations and maintained a scalable brand library used across the company.
- Migrated 100% of design workflows to Figma, reducing iteration time by 30% and improving cross-team collaboration.
- Engineered sales decks, merchandise, and social media campaigns that accelerated product launch campaigns.

Principal Brand Designer

July 2017 — August 2021

JustPremium

Amsterdam, NL

- Fully owned the branding after the launch of the rebrand.
- Bold brand identity systems for industry events, namely DMEXCO and Cannes Lions garnering a lot of added PR and social activity.
- Created a unified icon library in Sketch & Adobe Illustrator, standardising visual assets across touchpoints.
- Streamlined the go-to-market process by crafting comprehensive deck templates, merchandise, and social media campaigns.

Designer

September 2016 — June 2017

Gigstarter

Amsterdam, NL

- Designed and launched a comprehensive new layout for artist profiles, improving navigation and visual appeal.
- Collaborated with the lead developer to integrate new artist functionality, enhancing platform interactivity.
- Created social posts and marketing materials.
- Built reusable event branding systems, so new events were easier to plan and organise. Reducing event setup time by ~25%.

Education

Web Design & Development, Bachelors
SAE Institute Amsterdam

- UI/UX: Produced wireframes to prototype websites and mobile apps.
- Motion graphics like kinetic typography and animation
- Development: Coded websites, PWAs and native apps for iOS and Android.

Skills

Design Skills
Brand Identity, Iconography, Illustration, Motion Graphics, UI, Visual Storytelling, Deck Design, Social Media Campaigns

Technical Skills
Figma, Adobe Illustrator, Adobe After Effects, Affinity Designer, Adobe InDesign, Adobe Photoshop, Affinity Publisher, Sketch, Canva, Penpot, Descript

Languages

English
Native

Dutch
Intermediate (A2)