



860.917.2639

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danipachuta.com

Rochester, NY

EDUCATION

Saint Peter's University,
Jersey City, NJ
Bachelor of Arts
in Graphic Design

CORE EXPERTISE:

- Brand Strategy,
- Creative Direction,
- Visual Identity,
- Brand Guidelines,
- Campaign Design,
- Digital & Print Design,
- Illustration,
- Typography,
- Presentation Design,
- Visual Storytelling,
- Cross-Functional Collaboration,
- Adaptability,
- Communication,
- Time Management,
- Attention to Detail,
- Independence

TOOLS & PLATFORMS:

- Adobe Creative Suite (Illustrator, InDesign, Photoshop),
- WordPress,
- Squarespace,
- Wix,
- Kentico,
- HubSpot,
- Mailchimp,
- Luma,
- Canva,
- Figma

SENIOR GRAPHIC & VISUAL DESIGNER Danielle Pachuta

BRAND SYSTEMS | DIGITAL EXPERIENCES | ILLUSTRATION

Senior Graphic & Visual Designer with 15+ years of experience creating strategic brand systems and visual narratives across digital and print. Skilled at translating complex ideas into clear, engaging design, with a focus on storytelling, clarity, and audience engagement.

PROFESSIONAL EXPERIENCE

DANI PACHUTA DESIGNS

PERRY, NY (REMOTE)

Freelance Graphic Designer | Mar. 2026–Present

- Lead branding and visual design projects for clients across nonprofit, startup, and educational sectors, from concept through final delivery.
- Develop cohesive visual systems across digital and print, including social media, presentations, marketing collateral, and packaging.
- Translate complex ideas and messaging into strategic, visually compelling design solutions while managing multiple projects, timelines, and client deliverables.

Key Achievement: Established an independent design practice serving clients across nonprofit, startup, and educational sectors.

LARTA INSTITUTE

LOS ANGELES, CA (REMOTE)

Senior Brand & Visual Designer / Brand Strategist | Apr. 2022–Mar. 2026

- Led brand strategy and visual direction for key initiatives and events, translating complex content into clear, cohesive visual narratives.
- Built scalable brand systems, templates, and presentation frameworks to ensure consistency across teams and channels.
- Collaborated cross-functionally with marketing, communications, and program teams to develop creative across digital, print, web, social, presentations, and events.

Key Achievement: Elevated brand consistency and visual impact across digital and in-person touchpoints, contributing to program growth, stronger stakeholder engagement, and successful flagship events.

HAMMER PACKAGING

ROCHESTER, NY (HYBRID)

Marketing & Multimedia Specialist | Jan. 2021–Feb. 2022 | *Hammer Packaging acquired by Fort Dearborn (Mar. 2021); Fort Dearborn merged with MCC Label (Nov. 2021)*

- Designed and managed website content, social media, and digital advertising campaigns, driving a 50x increase in engagement through performance-focused creative.
- Designed packaging, brand assets, and marketing collateral including, but not limited to presentation decks, printed handouts and billboards, supporting sales, marketing, and distribution across multiple channels.
- Collaborated cross-functionally through acquisition and merger transitions to maintain brand cohesion and marketing continuity.

Key Achievement: Revitalized the company's digital presence and reinforced brand identity across platforms during a period of rapid organizational change.

READCOOR

BOSTON, MA (REMOTE)

Contract Graphic Designer | Dec. 2019–Nov. 2020 | *ReadCoor acquired by 10xGenomics (Oct. 2020)*

- Designed marketing and sales collateral aligned with brand standards to strengthen market positioning and outreach.
- Developed strategic design concepts that elevated brand identity and supported new revenue opportunities.
- Managed projects independently in a fast-paced contract environment, delivering high-quality creative within tight timelines.

Key Achievement: Enhanced industry presence and accelerated outreach through strategic, high-impact design solutions.

EMULATE, INC.

BOSTON, MA (HYBRID)

Designer II & Brand Manager | Jul. 2016–Feb. 2020

- Led branding, packaging, and marketing design initiatives supporting product launches, customer communications, unboxing experience, and business growth.
- Developed user guides, investor presentations, and visual assets that translated complex product concepts into clear, compelling communications.
- Built in-house design capabilities that reduced external design spend by more than \$100K.

Key Achievement: Reduced external design spend by more than \$100K while strengthening brand consistency and internal design capabilities.