



SENIOR BRAND & VISUAL DESIGNER Danielle Pachuta

BRAND SYSTEMS | DIGITAL EXPERIENCES | ILLUSTRATION

Senior Brand & Visual Designer with 10+ years of experience creating strategic brand systems and cross-channel marketing assets. Skilled in digital and print design—including email, web, social, and presentations—translating complex information into clear, engaging visuals. Collaborative and adaptable, thriving in fast-paced, remote and hybrid environments.



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ROCHESTER, NY

EDUCATION

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

CORE EXPERTISE

- Brand Systems & Visual Identity
- Digital & Print Design
- Creative Direction & Project Leadership
- Visual Storytelling & Illustration
- Design for Marketing & Communications

DESIGN & DIGITAL TOOLS

- **Adobe Creative Suite:**
Illustrator, InDesign, Photoshop
- **Web Platforms:**
WordPress, Squarespace, Wix, Kentico
- **Marketing Platforms:**
HubSpot, Mailchimp, Luma

PROFESSIONAL SKILLS

- Typography, Layout, Brand Guidelines
- Digital Strategy & Identity Development
- Project & Stakeholder Management
- Intern Mentorship & Team Collaboration
- Social Media Content & Platform Strategy
- Presentation Design
- Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

LARTA INSTITUTE — Senior Brand & Visual Designer / Brand Strategist (Remote)

Los Angeles, CA | April, 2022 – Present

- Design and deliver cross-channel marketing assets—including email, web, social media, digital and print collateral, and presentations—supporting acquisition, engagement, and organizational growth.
- Lead brand strategy and visual direction for major initiatives and events, translating complex information into clear, compelling visual narratives.
- Develop scalable brand systems, templates, and presentation frameworks to ensure consistency across campaigns, channels, and stakeholder communications.
- Collaborate closely with marketing, communications, and program teams in a fully remote environment to ideate concepts and execute high-quality creative solutions.
- Partner with web and digital teams to design responsive web pages and digital experiences aligned with brand standards.

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 — Marketing & Multimedia Specialist (Hybrid)

Rochester, NY | January 2021 – February 2022 | Hammer Packaging acquired by Fort Dearborn (March 2021); Fort Dearborn merged with MCC Label (November 2021)

- Designed and managed website content, social media assets, and digital advertising campaigns, driving a 50x increase in engagement through performance-focused creative and consistent branding.
- Created print and digital marketing collateral supporting sales, marketing, and internal communications across multiple channels.
- Designed packaging and brand assets used across sales and distribution channels, ensuring alignment with brand standards and customer needs.
- Collaborated cross-functionally during 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 — Contract Graphic Designer (Remote)

Cambridge, MA | December, 2019–November, 2020 | ReadCoor acquired by 10xGenomics (October 2020)

- Designed marketing and sales collateral aligned with brand standards to strengthen market positioning and outreach.
- Proposed strategic design concepts to elevate brand identity and support new revenue opportunities.
- Delivered high-quality creative solutions independently in a fast-paced, contract environment.

Key Achievement: Enhanced industry presence and accelerated outreach through innovative, strategic design solutions.

EMULATE, INC. — Designer II & Brand Manager (Hybrid)

Boston, MA | July, 2016 – February, 2020

- Led branding, packaging, and marketing design initiatives, reducing external design spend by over \$100K through in-house solutions.
- Produced user guides, investor presentations, and visual assets supporting product launches and stakeholder communications.
- Managed projects autonomously while maintaining high standards for quality, consistency, and deadlines.

Key Achievement: Delivered cost-effective, high-impact design solutions while strengthening brand consistency and internal capabilities.