



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 visual narratives across digital and print. Skilled at translating complex ideas into clear, engaging design, with a focus on storytelling, clarity, and audience engagement.



860.917.2639



DANIPACHUTA@GMAIL.COM



DANIPACHUTA.COM



PERRY, NJ

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
- Marketing & Communications Design

TOOLS & PLATFORMS

- **Design Tools:**
Adobe Creative Suite (Illustrator, InDesign, Photoshop), Figma, Affinity
- **CMS & Web Platforms:**
WordPress, Squarespace, Wix, Kentico
- **Marketing Platforms:**
HubSpot, Mailchimp, Luma

PROFESSIONAL SKILLS

- Typography & Layout
- Brand Guidelines & Systems
- Project & Stakeholder Management
- Cross-Functional Collaboration
- Presentation Design
- Social Media Content Strategy

PROFESSIONAL EXPERIENCE

DANI PACHUTA DESIGNS – Freelance Graphic Designer (Remote)

Perry, NY | March, 2026 – Present

- Lead branding and visual design projects for clients across nonprofit, startup, and educational sectors
- Develop cohesive visual systems across digital and print, including social media, presentations, and marketing collateral
- Translate abstract ideas and messaging into strategic, visually compelling design solutions
- Manage multiple projects simultaneously, balancing timelines, revisions, and deliverables
- Prepare production-ready files for print vendors and digital distribution

LARTA INSTITUTE – Senior Graphic Designer / Brand Strategist (Remote)

Los Angeles, CA | April 2022 – March 2026

- Designed and produced cross-channel marketing assets across digital and print, including web, email, social, presentations, and event collateral
- Led brand strategy and visual direction for key initiatives, translating complex content into clear, compelling visual narratives
- Built scalable brand systems, templates, and presentation frameworks to ensure consistency across teams and channels
- Collaborated cross-functionally with marketing, communications, and web teams to concept and execute high-impact, user-focused design

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 | In March 2021, Hammer Packaging was acquired by Fort Dearborn. In November 2021, Fort Dearborn merged with MCC Label.

- Designed and managed website content, social media, and digital 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 channels
- Developed packaging and brand assets while partnering cross-functionally during acquisition and merger transitions to maintain brand cohesion

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 | In October 2020, ReadCoor was acquired by 10xGenomics.

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

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.

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