

Danielle Vernelson

 danielle.vernelson@gmail.com

 [LinkedIn](#)

 [Portfolio](#)

 [Location: Fort Collins, CO](#)

Senior Visual Designer

With 18 years of digital art experience, I excel in UI/UX design, websites, social media campaigns, reports, and event materials. I've thrived as both an individual contributor and a Lead, overseeing designs and timelines, all with a commitment to innovative, on-time, high-quality work.

Notable achievements:

- In my role as a freelance designer, I developed client relationships that have lasted 10+ years.
- Participated in a successful "Design Week" initiative, resulting in a 15.25% boost in click-through rates for demand-gen ads through enhanced social media graphics.
- Created a forum prototype with a 100% task success rate in user testing by the UX research team.

Work Experience

Incite Media LLC

Privately Owned Design Firm

Freelance Visual Designer | Owner | Founder

FEB 2011-AUG 2018, JUNE 2023-PRESENT

- Handle diverse projects:
 - Websites and UI designs in Figma & Wordpress
 - eBooks and Reports, data visualization
 - Graphics for social media campaigns
 - Presentations
 - Printed and digital event graphics
 - Emails
- Develop these projects from beginning to end, and wear many hats in addition to design; including research, copywriting, and project management.
- In addition to doing work for Enterprise and Small businesses, I have also served as a backup designer for several agencies that needed someone to help with overflow work, including Creative Dimensions, Wire Stone, and Somnio.
- Utilize Airtable, Google Sheets, Basecamp, or Jira for project tracking, and Harvest for time tracking, as well as Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), and Figma for prototyping.

Highspot

Series F - SAAS - Sales Enablement Company - 900 Employees

Senior Visual Designer

MAR 2020-JUN 2023

- Member of the visual design team, dividing time between website UI/UX, social media graphics, reports, events, and eBooks.
- Helped with the creation of a new Community site, which we designed and launched in under 6 months.
- Completely revamped the UX of Sales Enablement PRO's courses to be more intuitive and show users' progress.
- Created over 25 comprehensive reports, each with 20+ pages, and a multitude of charts and graphs.
- Worked on 11 large-scale events, which each required large printed signs, digital graphics for the website, programs, agendas, and more.
- Promoted to "Lead" in Highspot Community, responsible for reviewing designs created by team members.
- Tracked my work in Jira, estimating project size, and providing status updates to partners.
- Known for consistently delivering high-quality designs, frequently requested for projects.
- I've continued to contract with Highspot under my business, Incite Media, from June 2023-present.

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Actualize Marketing

Boutique Marketing Agency, 25 Employees

Senior Graphic Designer

AUG 2018-JUL 2019

- Worked as part of the design team for clients in the tech industry, producing digital assets like infographics, social media graphics, event materials, and presentations.
- Collaborated within the team of designers, gaining knowledge on the newest trends and tools.
- Came back for a short-term contracting gig in 2023, for a customer who needed to implement a major redesign before the end of the year. In that time, I worked on over 65 assets, bringing them from early design and review, to final files, in two short months. I started out as the main designer, then as other designers joined in, I art-directed their work to make sure it adhered to the brand.

Wire Stone

Marketing Agency, 250 employees, Eventually Acquired by Accenture

Graphic Designer and Producer

JAN 2005-FEB 2011

- Specialized in HP design projects, encompassing internal sales kits, websites, collateral, videos, and mixed-media campaigns.
- Promoted to the role of “Producer,” responsible for project timelines and assignments within specific campaigns, while overseeing designers and writers.
- Also became “Brand Gatekeeper” for HP projects, reviewing work done by other designers from multiple offices, to make sure they were compliant with the templates and HP brand rules.
- Welcomed fresh challenges to expand my skill set.

Expert Ability in Design Software:



Photoshop



Illustrator



InDesign



Acrobat



Figma

Highly Proficient in:



PowerPoint



Word



Google Suite



Wordpress

Education

Colorado State University

2000-2004

Bachelor of Fine Arts, Concentration Graphic Design

Graduated Cum Laude

Contact

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Other Skills

In addition to the design-related skills outlined above, people say I have excellent:

- Communication
- Dependability
- Leadership
- Efficiency
- Problem Solving
- Attention to Detail
- Understanding of the Content
- Work Well Remotely

[VIEW MY PORTFOLIO](#)

Password: **sunshine**