

Danielle Vernelson

✉ danielle.vernelson@gmail.com

in 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.
- As part of a "Design Week" initiative, my designs resulted in a 15.25% boost in click-through rates for demand-gen ads through enhanced social media graphics.
- I recently completed a design overhaul of the **Highspot Community** website. Upon launch, the site experienced a 1300% increase in engagement time.

Work Experience

Incite Media LLC

My Design Company

Freelance Visual Designer | Owner | Founder

FEB 2011-AUG 2018, JUNE 2023-PRESENT

- Currently serve as a contract visual designer for Highspot, and a backup designer for Actualize Marketing, filling in when they have too many projects for their in-house staff.
- Handle diverse projects:
 - Websites and UI designs in Figma & Wordpress
 - Presentations & Webinars
 - eBooks and Reports, data visualization
 - Printed and digital **event graphics**
 - Graphics for social media campaigns
 - Emails
- Develop these projects from beginning to end, and wear many hats in addition to design; including research, copywriting, and project management.
- Utilize Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma for prototyping, as well as project-tracking software to keep my clients apprised of my progress on projects.

Highspot

Series F - SAAS - Sales Enablement Company - 900 Employees

Senior Visual Designer

MAR 2020-JUN 2023

- As a member of the visual design team, I contributed to website UI/UX and designed social media graphics, reports, events, and eBooks.
- Promoted to "Lead" in Highspot Community, responsible for reviewing designs created by team members.
- Completely revamped the UX of Sales Enablement courses to be more intuitive and show users' progress.
- Created over 25 comprehensive reports, each with 20+ pages, complete with data visualization of many types.
- Created designs for 11 large-scale events—both tradeshow, and yearly Highspot conferences—which required large printed signs, digital graphics for the website, programs, agendas, and more.
- Tracked my work in Jira, estimating project size, and providing status updates to partners.
- Managers frequently sought me out to work on tasks that were on a tight deadline because they knew I could deliver quality under pressure.
- I've continued to contract with Highspot under my business, Incite Media, from June 2023-present.

Danielle Vernelson

✉ danielle.vernelson@gmail.com

in LinkedIn

🔗 Portfolio

📍 Location: Fort Collins, CO

Actualize Marketing

Boutique Marketing Agency, 25 Employees

Senior Graphic Designer

AUG 2018-JUL 2019

- Collaborated within the team of designers, and delivered high-impact digital assets for tech industry clients, including infographics, social media graphics, event materials, and presentations—enhancing brand visibility and engagement.
- Worked on an intensive project in 2023 for their client Vaisala, 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, **infographics**, 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.
- Sought out fresh challenges to expand my skills. Consistently recognized within the company as a top performer.

Expert Ability in Design Software:



Photoshop Illustrator InDesign Acrobat Figma

Highly Skilled in Related Applications:



PowerPoint Word Google Suite Wordpress Canva

Education

Colorado State University

Bachelor of Fine Arts, Concentration Graphic Design

Graduated Cum Laude

On-Going Learning Through Coursera

In-progress: Google UX Design Professional Certificate

Contact

Call: 970-310-7246

Email: danielle.vernelson@gmail.com

Other Skills

In addition to the design-related skills outlined above, managers, team members, and clients say I have excellent:

- Communication
- Attention to Detail
- Dependability
- Leadership
- Efficiency
- Problem Solving
- Understanding of the Content
- Collaboration

[VIEW MY PORTFOLIO](#)

Password: **sunshine**