




DANA DEL POSO

VISUAL DESIGNER

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WORK EXPERIENCE

Visual Designer / HP Inc.

SEPTEMBER 2022 – SEPTEMBER 2023 / SAN DIEGO, CA (REMOTE)

Built upon HP's existing brand guidelines and generated pixel-perfect assets. Collaborated with design teams on creative direction and concepts for visual assets and digital ads for our mobile and desktop app. Developed the visual identity and revamped our icon library with fresh illustrations and attention-grabbing graphics for our new all-in-one app.

Visual Designer II / Attentive

MARCH 2021 – SEPTEMBER 2022 / NEW YORK, NY (REMOTE)

Designed multiple ad variations for A/B testing marketing campaigns across different platforms like Instagram for a fast-paced startup. Created engaging, branded email layouts and templates for a variety of top brands. Produced a multi-page newsletter, webinar assets, and online learning center tools using in-house content. Partnered with the marketing team on pitch decks that increased client acquisition.

Native Instructor / ECC

MARCH 2019 – APRIL 2020 / OSAKA, JAPAN

Took charge of organic social to promote our school and key messages. Instructed engaging and fun English lessons that improved our retention rates. Strategized seasonal in-person marketing events, including copy-written materials and promotional video/photo shoots, which resulted in positive student feedback and improved enrollment rates.

EDUCATION

B.A. English / UCLA

A.A. English / College of the Canyons

SKILLS

Branding, Illustration, Typography, Video Editing, Composition, Color Schemes, Photography, Copywriting, WCAG Compliance

TOOLS

Figma, Sketch, Adobe Creative Suite, HTML/CSS, Notion, Google Suite, Microsoft Office Suite

DESIGN PROJECTS

Design Lead / #imspeakingbeattentive

JANUARY 2022 – AUGUST 2022

Pushed our brand identity with visual assets including swag, brochures, campaign assets, infographics, and weekly presentations which increased community engagement and membership by 17% during Women's History Month and allowed us to exceed monetary goals for our donation campaign.

Visual Designer / Dandy

FEBRUARY 2024

Developed a creative concept with production-ready assets for digital and print that evolves Dandy's visual brand. The fun concept is memorable and clearly communicates the Dandy brand identity. Leaned on my creative direction to create fresh, innovative illustrations for event collateral, apparel, customer packaging, and flyers. Check it out [here!](#)