

DANA DEL POSO

BRAND & VISUAL DESIGNER

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Brand and Visual Designer focused on executive storytelling, brand systems, and strategic communications. Experienced partnering with leadership teams to turn complex ideas into clear, compelling visual narratives.

LINKS

[Portfolio](#)

[LinkedIn](#)

[Instagram](#)

TOOLS

Figma

Adobe Creative Suite

Google Slides

PowerPoint

Keynote

AI-Assisted Creative Tools

SKILLS

Strategic Storytelling

Executive Presentations

Design Systems

Creative Direction

Cross-Functional Collaboration

Stakeholder Engagement

Website Design

Accessibility Design

AI-Assisted Design Workflows

Social Media

Email Marketing

UX/UI

EDUCATION

Aug 2015 – Jun 2017

B.A. in English

University of California,
Los Angeles

EMPLOYMENT HISTORY

MARKETING CONTENT DESIGNER

Earned | Aug 2024 – Present

- Led a company-wide brand refresh and website redesign, evolving Earned's visual identity across digital and print touchpoints.
- Built scalable brand systems, presentation templates, and asset libraries that improved consistency across marketing, sales, leadership, and business development teams.
- Created executive presentations, board materials, conference decks, and strategic communications that supported leadership initiatives and business growth.
- Supported M&A efforts through acquisition communications and integration of seven acquired companies into a unified brand ecosystem.
- Managed external agencies and contractors while partnering cross-functionally with leadership, sales, advisors, and marketing teams.
- Leveraged AI-assisted design and content tools to accelerate research, ideation, and creative workflows.

VISUAL EXPERIENCE DESIGNER

HP Inc. | Sept 2022 – Sept 2023

- Partnered with UX, strategy, engineering, and research teams to launch new product experiences and improve onboarding journeys.
- Evolved HP's visual brand and customer experience through data-informed design and cross-functional partnership.
- Built scalable design systems, templates, and visual frameworks that improved consistency and team efficiency.
- Created prototypes and visual concepts informed by research, helping communicate product vision and improve customer experiences.

VISUAL DESIGNER II

Attentive | Mar 2021 – Sept 2022

- Partnered with marketing, product, and brand teams to develop visual communications that supported customer acquisition and business growth.
- Created pitch decks, webinar materials, and sales enablement assets that helped communicate complex concepts to clients and internal stakeholders.
- Led accessibility initiatives and workshops, educating clients and stakeholders on WCAG best practices.
- Developed scalable email design systems and optimized templates through testing and iteration.