

Dani Gasmen

MARKETING & GRAPHIC DESIGNER
Passionate about crafting visual stories & creating memorable brands.

- ✉ dgasmen25@gmail.com
- ☎ (715)-690-5793
- 🌐 linkedin.com/danigasmen
- 🌟 danigasmen.com

Soft skills

Adaptable
Collaborative
Vendor & partner coordination
Vendor management
Problem-Solving
Optimistic outlook
Resilient
Eager to learn
Incorporating feedback

Hard skills

Visual storytelling
Creative concept development
Brand consistency
Cross platform design
Front-end web development
Digital marketing strategies

Tools

Adobe Creative Suite
Microsoft 360
Frontify
WordPress

Recognition

Deans list | 2019-2023
Spokesperson ASE | 2023
Diversity abroad scholarship | 2022
Best theme | 2020

Work Experience

BRAND DESIGNER | [Solventum](#) - formerly 3M Healthcare | 2024 – 2025 [remote]

Launched Fortune 100 brand by creating key resources to drive recognition, consistency, & global adherence.

- Managed Brand Central to educate company on new brand, achieving 94,205+ asset views & 140,007+ downloads.
- Championed Purification & Filtration by creating 4 packing masters, visuals, & editing 29 photos.
- Established the first design guidelines for Fleet, Uniforms, & Solventum Education, ensuring 100% access to standardized resources.
- Designed 93 custom icons, generating 18,181+ views building the brand & boosting accessibility.
- Delivered ready-to-use templates to cut project turnaround times for print & digital assets.

BRAND DESIGNER | [3M Healthcare](#) | 2023 – 2024 [remote]

Prepared for a seamless transition to building & launching Solventum as a standalone brand.

- Created Brand Central to centralize branding resources, ensuring easy access for agencies & teams.
- Presented brand training, ensuring consistent messaging with 3,239+ internal platform views.
- Developed a unique creative concept for merchandise guideline, launching global storefronts, & NYSE gift packs.

INTEGRATED MARKETING ANALYST INTERN | [3M Healthcare](#) | 2023 – 2023 [remote]

Participated in the Frontline internship following a 12 week assignment.

- Assumed Scrum Master responsibilities, maintaining agile practices, & achieving sprint objectives.
- Completed 3 design projects using PDF accessibility standards, ensuring compliance & inclusivity.
- Developed database segmentation strategies for email marketing, updating forms to boost engagement.
- Conducted a market trend analysis, guiding stakeholder positioning for a successful spin-off, & aligning trends.

MARKETING & GRAPHIC DESIGNER | [Tweed Museum Of Arts](#) | 2021 – 2022 [remote to in person]

Managed website, created exhibition visuals, & hosted events to drive engagement with the museum.

- Co-proposed a \$27,000 grant to improve the relationship between students & the museum.
- Exceeded marketing research survey target by 10%, gathering valuable community feedback.
- Communicated directly with artists & curators to design museum-focused promotional materials.
- Assisted in reorganizing & updating the museum website using Drupal for improved user experiences.
- Facilitated partnerships with various student organizations for collaborative projects.

Freelance & Projects

DESIGN TEAM MEMBER | [Annual Student Exhibition](#) | 2023 [class project]

Competed against other design classes to activate & implement an exhibition brand system & experience.

- Collaborated with cross-functional teams to design playful & dynamic exhibit graphics & experience.
- Recognized as a leader in exhibition & wayfinding brand ideation.
- Animated promotional social media posts for a digital campaign.
- Designed an immersive exhibition experience that engaged with diverse audiences.

GRAPHIC DESIGNER | [Flying Dutchman Spirits](#) | 2022 [class project]

Advertising communications capstone project.

- Collaborated with a team to create a marketing communications plan & creative brief.
- Gathered data to estimate & propose options for increasing brand awareness.
- The client implemented new products, including stickers, posters, & promotional designs.

Leadership

ALUMNI & VOLUNTEER | [Destination Imagination](#) | 2019 – current

- Serves as an appraiser, evaluating creative challenges & providing feedback to participants.
- Participates in discussions among appraisers, ensuring fair scoring & alignment with criteria.

CLUB MEMBER TO PRESIDENT | [Marketing & Graphic Design Club](#) | 2021 – 2023

- Fostered a positive work environment by providing team-building exercises.
- Led meetings with discussion strategies that promote learning objectives.
- Ideated & wrote a project schedule, providing new opportunities & educating members.
- Promoted the organization through tabling, shopping for event supplies, & supporting event execution.

Education

BACHELOR OF BUSINESS ADMINISTRATION | [Marketing & Graphic Design](#)

- University Of Minnesota Duluth | 2019 – 2023