

Dani Gasmen

BRAND DESIGNER

Passionate about crafting visual stories & creating memorable brands.

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Soft skills

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

Hard skills

Brand identity systems
Guideline writing
Brand consistency
Mood boarding development
Print & Packaging design
Digital design
Asset management
Visual storytelling

Tools

Adobe Creative Suite
Figma
Microsoft 360
Photoshop
Illustrator
Wrike
Frontify

Recognition

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

Work Experience

GRAPHIC DESIGNER | [eyebobs](#) | 3/2025 - current

Develops concept-driven brand, email, & paid media creative from idea to execution.

- Designed modular email systems for key campaigns, improving consistency & speed across launches.
- Built a custom icon system & guidelines to standardize visual language across brand touchpoints.
- Supports art direction on set for brand video, ensuring alignment with campaign vision.
- Assists in development of mood boards to guide photoshoots & define brand photography style.

BRAND DESIGNER | [Solventum](#) - formerly 3M Healthcare | 4/2024 - 1/2025 [remote]

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

- Optimized digital assets for multiple platforms, ensuring cohesive brand experiences across web, print, & video.
- Championed Purification & Filtration by creating 4 packing masters, visuals, & editing 29 photos.
- Established the first design systems 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 and campaign visuals for product, education, & internal launches.
- Partnered with leadership and cross-functional teams to produce high-visibility communications, including, announcements, and interactive assets.

BRAND DESIGNER | [3M Healthcare](#) | 8/2023 - 4/2024 [remote]

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

- Created Brand Central to manage branding assets, ensuring easy access for agencies & teams.
- Developed and delivered executive-level brand presentations, ensuring alignment across internal communications. with 3,239+ internal platform views.
- Created branded merch kits and NYSE gift sets with a cohesive design story rooted in brand narrative.

INTEGRATED MARKETING ANALYST INTERN | [3M Healthcare](#) | 5/2023 - 8/2023 [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](#) | 2/2021 - 9/2022 [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.

- Recognized as a leader in exhibition & wayfinding brand ideation.
- Created animated promotional content for social platforms to engage & inform digital audiences.
- Produced narrative-driven assets with a focus on wayfinding, motion graphics, & immersive visuals.

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