

Dani Gasmen

DESIGNER | BRAND & CAMPAIGN
Concept-driven designer crafting brand campaigns across channels

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Hard skills

Brand identity systems
Guideline writing
Brand consistency
Mood boarding development
Photoshoot experience
Print & Packaging design
Digital design
Asset management
Visual storytelling
Email design systems
Paid social creative
Ecommerce design

Soft skills

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

Tools

Adobe Creative Suite
Figma
Microsoft 360
Photoshop
Illustrator
Wrike
Frontify

Recognition

Dean's list | 2019-2023
Spokesperson ASE | 2023
Diversity abroad scholarship | 2022
Best theme | 2020

Work Experience

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

Conceptualizes & executes integrated campaign creative across digital channels, translating brand strategy into compelling visual ideas.

- Develops concept-driven brand, email, & campaign creative across digital touchpoints.
- Designed a modular email system to scale campaign production, improving speed & consistency.
- Built a custom icon system & guidelines to standardize visual language across touchpoints.
- Supports art direction on set, ensuring alignment with campaign goals & brand direction.
- Assists in development of mood boards to guide photoshoots & define brand photography style.
- Presents creative concepts to internal teams, clearly articulating visual direction & rationale.

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

Launched Fortune 100 brand by developing visual systems to drive recognition & consistency.

- Managed Brand Central, achieving 94,205+ asset views and 140,007+ downloads.
- Championed Purification & Filtration by creating 4 packaging 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 improve turnaround times for print & digital assets.

BRAND DESIGNER | [3M Healthcare](#) | 9/2023 – 4/2024 [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 creative concepts for merchandise guidelines to launch global storefronts & NYSE kits.

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 to ensure compliance & inclusivity.
- Developed database segmentation strategies for email marketing, updating forms to boost engagement.
- Conducted a market trend analysis to guide stakeholder positioning for a successful spin-off, aligning trends.

GRAPHIC DESIGNER | [Tweed Museum Of Arts](#) | 2/2021 – 9/2022 [remote to in person]

Managed website, created 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 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](#) | 2/2023 – 3/2023 [class project]

Competed with other design classes to activate & implement a brand system & experience.

- Designed & applied brand system for exhibition client.
- Led wayfinding & visual identity ideation across team.

Leadership

ALUMNI & VOLUNTEER | [Destination Imagination](#) | 9/2019 – current

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

CLUB MEMBER TO PRESIDENT | [Marketing & Graphic Design Club](#) | 9/2021 – 5/2023

- Fostered a positive work environment by providing team-building exercises.
- Led meetings with discussion strategies that allow for multiple perspectives among members.
- Ideated & wrote a project schedule to provide new opportunities & educate members.
- Promoted the organization through tabling, shopping for event supplies, & supporting event execution.

Education

BBA, MARKETING & GRAPHIC DESIGN | [University Of Minnesota Duluth](#) | 2019 – 2023