#### Danielle Salinetro

### Creative Designer & Researcher Empathy-Driven Branding, UX & Content

in linkedin.com/in/danielle-salinetro

#### Professional Summary

Creative professional blending design, research, and storytelling to create human-centered solutions that drive engagement and impact. Experienced in building brands from concept to launch, managing influencer campaigns, and authoring empathy-driven design blogs. Adept at translating complex data into compelling visuals and narratives that resonate with diverse audiences.

## Key Achievements

~

Brand Builder

850K+ Social Reach

1 0+ years scaling AdorablyInkedxo

ф

Published Expert

Thought Leader

6+ empathy-driven design articles on Medium

<u>.h</u>

Data-to-Design

Fortune 500 Impact

Moody's Analytics + Google UX certified

### Creative & Design Experience

Founder & Creative Director

AdorablyInkedxo • Remote

2013 - Present

- · Built a sustainable fashion brand with complete brand ecosystem8 packaging, photography, e-commerce
- Designed and developed responsive Shopify platform, improving user experience and conversions
- Directed influencer campaigns reaching 850K+ followers across 7 partnerships
- · Created content that combined visual design and storytelling to strengthen brand loyalty

Creative Strategist & Content Developer

Freelance • Remote

2013 - Present

- · Designed websites, brand systems, and marketing campaigns for 20+ clients across tech, healthcare, and retail
- · Authored thought leadership blogs on empathy-driven design, published on Medium and shared across creative communities
- · Developed multi-channel campaigns (social, email, print) increasing client engagement

#### Supporting Experience (Research & Precision)

CRE Data Analyst & Market Researcher

Moody-s Analytics • Remote

2019 - 2023

- · Analyzed commercial real estate datasets and developed visual dashboards for Fortune 500 clients
- Transformed complex data into actionable insights adopted across 3 departments
- · Collaborated with C-suite stakeholders, presenting findings with clarity and visual impact

#### Appraiser

Appraisal Master • Missouri

2014 - 2019

- · Conducted in-depth property research and market analysis, producing decision-ready reports
- Translated complex valuation data into clear, client-focused narratives
- · Strengthened independent research, data storytelling, and report design skills

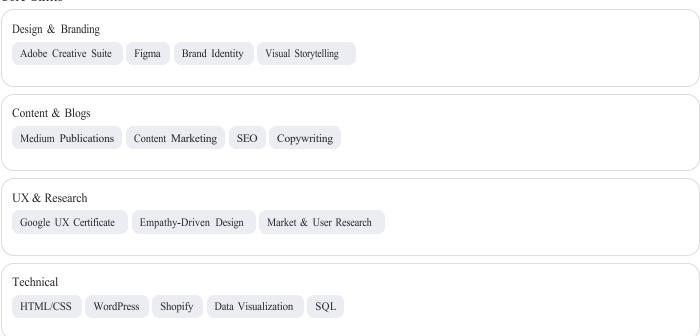
Senior Mortgage Closing Specialist

Golden Oak Lending • Missouri

2005 - 2014

- Managed 20t closings per month with 99° compliance accuracy
- ${}^{\bullet}$  Streamlined processes, cutting delays by  $30^{\circ}$  and improving client satisfaction
- Gained expertise in precision documentation and compliance-driven workflows

#### Core Skills



### Portfolio Highlights

Total Ingingin
Creative Therapy Platform UI/UX concept showcasing responsive design for mental health platform
"State of Creativity" Blog Series  Data visualization + empathy-focused writing on Medium exploring creative industry trends
"The Empathy Audit" Blog Series Human-centered design framework & case studies for evaluating design impact
Published Work
Designing with Empathy: My Creative Journey  Medium
How Design Can Change the Conversation  Medium
Turning Awareness Into Action
The Empathy Audit: How to Evaluate Your Design's Human Impact  Medium
Empathy in Design: Transforming Struggles into Strength  Medium
Latest Blog (2025): Empathy-Driven Design Post  ☐ Medium

# Education & Certifications

Google UX Design Certificate	
Google	
2025	
Certified Professional Technical Communicator (CPTC)	
Society for Technical Communication	
In Progress	
Business Communications & Digital Marketing Coursework	
Various Institutions	
Ongoing	
Niver D. H. Witter d	
Notary Public, Missouri	
State of Missouri	
Current	