Danielle Salinetro

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

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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

10+ years scaling AdorablyInkedxo

Published Expert
Thought Leader

6+ empathy-driven design articles on Medium

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 ecosystem: 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
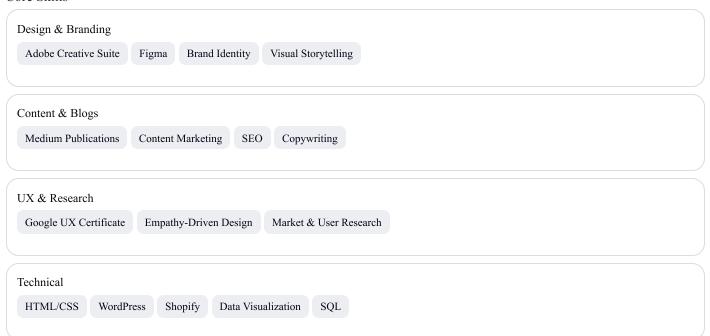• Strengthened independent research, data storytelling, and report design skills

Senior Mortgage Closing Specialist

Golden Oak Lending • Missouri

2005 – 2014

• Managed 20+ closings per month with 99% compliance accuracy
• Streamlined processes, cutting delays by 30% and improving client satisfaction
• Gained expertise in precision documentation and compliance-driven workflows

Core Skills

Design & Branding

Adobe Creative Suite   Figma   Brand Identity   Visual Storytelling

Content & Blogs

Medium Publications   Content Marketing   SEO   Copywriting

UX & Research

Google UX Certificate   Empathy-Driven Design   Market & User Research

Technical

HTML/CSS   WordPress   Shopify   Data Visualization   SQL

Portfolio Highlights

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
📖 Medium

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

Notary Public, Missouri

State of Missouri

Current