

# 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 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
- 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