

Danielle Spinosa

Senior graphic designer specializing in brand, marketing, and web design.

EXPERIENCE

Wistia, July 2024 - Present

Senior Graphic Designer II

I own and maintain Wistia's design system in Figma, governing components, tokens, variables, and accessibility standards across the website and broader brand ecosystem. I partner closely with engineering, actively contributing to front-end execution using Cursor and GitHub to build and ship live website pages. I lead continuous UX and visual improvements across the website and serve as a key design stakeholder across the marketing team.

Wistia, August 2022 - July 2024

Senior Graphic Designer I

Supported the marketing team across web, brand, and campaign design, including landing pages, email, and social. Played a key role in the company rebrand, creating the new color palette, visual language, and core design elements. Built a net-new design system in Figma, establishing scalable components, spacing, typography, and color tokens and designed the new marketing website in close partnership with engineering.

ZoomInfo, Jan 2022 - August 2022

Senior Team Lead, Design

Promoted to Senior Team Lead reporting directly to the Creative Director, I led the graphics team through a period of rapid growth. I managed and mentored direct reports through onboarding, performance management, and career development while overseeing creative quality and brand consistency across all marketing deliverables. I partnered closely with senior stakeholders, led daily stand-ups, and owned project prioritization and workflow across the team.

ZoomInfo, October 2019 - January 2022

Senior Graphic Designer

Promoted to Senior Designer with added responsibilities including management of work distribution and maintaining brand standards across all marketing assets. Led rebranding initiatives for the design team post acquisition.

ZoomInfo, June 2017 - October 2019

Graphic Designer

Supported the marketing team by creating a wide range of assets including infographics, eBooks, tradeshow graphics, product campaigns, responsive landing pages, and email templates. Partnered with the UI team to provide web mockups for development and helped maintain brand standards across all marketing touchpoints while delivering consistently in a high-volume production environment.

CONTACT

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SOFTWARE

Figma, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe XD, Sketch, Cursor, GitHub, Microsoft Office

SKILLS

Web Design, Branding, Design Systems, UI and UX Design, Print and Layout, Art Direction, Basic HTML & CSS

EDUCATION

Bachelor of Fine Arts
Graphic Design
University of Massachusetts, Dartmouth
2013-2017