

DANI SAMPSON

BRAND & DESIGN

Connecting strategy, design, and storytelling to build brands and deliver meaningful business impact.

EXPERIENCE

Mott MacDonald

● Brand & Design Manager, North America

August 2023 - present

Serving as the primary brand and design resource for North America. Providing strategic guidance and creative direction, collaborating with cross functional teams, directing designers and creative partners to develop marketing materials to support the business.

Numerator

● Senior Visual Designer

September 2021 - August 2023

Lead in-house designer for the marketing team with a strong focus on sales enablement pieces directed towards executive leaders.

Mott MacDonald

● Graphic Designer IV–V

March 2020 - September 2021

iCIMS

● Interactive Designer I–II

June 2016 - March 2020

● Graphic Design Intern

June 2015 - June 2016

Junior to mid-level in-house designer. Creating interactive campaigns, event graphics, recruitment marketing material, as well as the main photographer for executive headshots.

WEBSITE

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PHONE

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EDUCATION

Pratt Institute

Bachelor of Arts

May 2016

Major in Communications Design
Minor in Art Education

EXPERTISE

Brand & Creative

Brand Development
Visual Identity
Design Strategy
Sales Enablement Support

Leadership

Art Direction
Project Management
Freelance & Agency Direction

Design

Presentation Design
Proposal Design
Campaign Design
Video Editing & Animation
Web Design
Photography & Image Editing