

DANA CONSTANCE

Graphic Designer · Brand, Print & Digital Production

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SUMMARY

Senior creative lead with 15+ years directing brand-consistent creative across print, digital, social, video, and presentation design. Skilled at visual storytelling and integrated campaign development that holds together across many stakeholders and channels at once, from enterprise conference booths to community-facing healthcare campaigns, while keeping brand standards intact as the creative approach evolves. Builds marketing collateral end to end — concept through production — fluent in Adobe Creative Cloud and AI-powered creative tools.

SKILLS & STACK

Disciplines	Creative Direction · Brand Standards & Governance · Integrated Campaign Development · Presentation Design · Marketing Collateral · Social Media Content · Video Production & Motion Graphics · Visual Storytelling · Typography & Layout
Software	Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom, After Effects) · Figma · Canva · PowerPoint · Keynote · Google Workspace (Slides, Docs, Sheets) · HTML5 Email Design · WordPress · Adobe AEM
AI Tools	Claude · Microsoft Copilot · DALL·E · Google Gemini · HeyGen · Midjourney
Platforms	MS SharePoint · HubSpot · Highspot · Salesforce · Wrike · Asana

EXPERIENCE

Equitide.io · Remote

Founding Creative Director

2025 – Present

- Built the complete brand identity and governance system for this proptech startup from the ground up, setting brand standards followed consistently across web, product, and marketing collateral.
- Directed presentation design for investor and partner decks, translating brand strategy into polished, visually compelling presentations.
- Served as sole creative lead across every customer touchpoint, collaborating cross-functionally with founders, product, and sales to keep creative direction aligned with fast-moving priorities.

Cognizant, Workday Practice

Senior Brand & Experiential Designer

2019 – 2025

- Led creative direction and integrated campaign development for the Workday Rising conference booth three years running: 2024 (175+ leads, outperforming Titanium sponsors on a Platinum budget), 2022 (217 leads, 20% above goal), and 2019 (225 leads, voted “Most Fun” booth), including full print & signage production for each environment.
- Designed marketing collateral and presentation design for enterprise proposal decks (Cognizant/HCSC Workday AMS Support) and client conference materials (Collaborative Solutions’ Cultivate), managing two distinct brand systems under tight deadlines.
- Produced motion graphics and video content for social campaigns, including a motion-based LinkedIn ad for Takara Bio’s New Lab Startup Program.
- Directed on-site photography coverage for annual conference booths, providing shot lists and creative direction to photographers.
- Managed multiple concurrent projects, budgets, and vendor production timelines across booth builds, proposal decks, and conference collateral, using project management tools to track deliverables.
- Created and rolled out the CS Values Wheel, a visual brand framework adopted firm-wide across five regional offices; led a 51-document brand migration delivered six weeks ahead of schedule.

Stanford Blood Center / Stanford Healthcare

Marketing & Design Manager

2014 – 2019

- Directed brand refresh and campaign development across print, digital, and video, using visual storytelling to write, storyboard, and produce The Blood Count PSA, screened in 8 South Bay theaters.
- Designed marketing collateral and social media content for the “Give Good” campaign, contributing to a 23% lift in summer donations.
- Led creative direction for the San Jose Sharks Foundation “Out For Blood” sports-integrated donor event at SAP Center.
- Designed the branded, spa-like interior for the City of Campbell donor center, setting the design benchmark for all future facilities.

Waste Management, Inc.

Senior Creative Designer

2010 – 2014

- Built the WM EarthCare sustainability brand from scratch, including marketing collateral and print production (truck wraps, a vineyard leave-behind postcard, a full-page newspaper ad, trade-show signage) still active 12+ years later.
- Founded and led the NorCal/Nevada creative services department, saving \$75K+ annually while maintaining brand standards across a growing team.
- Designed the large-scale infographic exhibit for the Davis Street Master Plan, a \$500M facility initiative, applying strong typography and layout systems, and supported the City of Oakland contract bid that secured \$1B+ in future revenues.

EARLIER EXPERIENCE

Proposal Manager · KPMG LLP · 1999 – 2005 Big Four proposal management for the Pacific Northwest region, coordinating cross-functional teams on presentation design and campaign collateral for major client pitches.

Graphic Designer · Tetra Tech R&D · 2005 – 2008 Designed marketing collateral and presentation materials for environmental engineering proposals.

Marketing Coordinator / Graphic Designer · International Parking Design · 2008 – 2010 Managed marketing collateral production and project management for a boutique design and engineering firm.