

Danielle Best

Creative leader and website ecosystem lead specializing in cohesive, high impact digital experiences that connect brand vision with functional design. I bridge creative strategy, art direction, and scalable systems to build seamless web platforms that drive measurable business impact.

Skills

- Creative leadership
- Digital experience strategy
- Brand strategy and identity
- Design systems and governance
- UI/UX design
- Campaign development
- Project management
- Agile methodology

Programs

- Adobe Creative Suite
- Figma
- Lottie
- Jira
- Airtable

Education

BA, Digital Technology and Culture

Washington State University

2011-2015

UI / Visual Design Certificate

School of Visual Concepts

2017-2018

Contact

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Experience

Highspot / Website Ecosystem Lead

September 2023 - Present

- Lead and oversee four web properties, delivering a cohesive, high quality digital experience across the ecosystem.
- Own and evolve the website design system, establishing scalable components and visual standards.
- Drive art direction and creative strategy across digital initiatives, aligning design with business goals.
- Partner cross functionally with marketing, product, and engineering to execute complex web projects.
- Mentor junior designers and contribute to a high performing, creatively driven team culture.

Highspot / Senior Visual Designer, Website Lead

April 2021 - August 2023

- Served as primary designer for the marketing website, owning design direction, visual standards, and ongoing evolution.
- Translated brand and campaign strategy into a cohesive, high performing digital experience.
- Partnered cross functionally with marketing, content, and development to support demand generation initiatives.

Highspot / Senior Visual Designer

May 2019 - March 2021

- Led end to end visual design across diverse marketing and brand touchpoints, including campaigns, executive presentations, events, and motion assets.
- Delivered high quality, consistent creative in a fast growing B2B environment while balancing craft, clarity, and speed.

Persona, a Nestlé Health Science company / Visual Designer

May 2018 - May 2019

- Led website redesigns and launched an iOS app, delivering wireframes, prototypes, and UI specifications in close partnership with engineering.
- Evolved brand guidelines and ensured consistency across digital, print, and campaign touchpoints.
- Directed integrated marketing assets, product photography, and external vendor partnerships.
- Hired and mentored creative team members, upholding quality and visual standards.

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Experience continued...

College Hill Custom Threads / Design Internship Director

January 2017 - May 2018

- Directed a top ranked Graphic Design Internship Program recognized by Washington State University and University of Idaho.
- Developed and taught curriculum across color theory, typography, branding, logo design, and web design.
- Mentored and trained emerging designers in Adobe Creative Suite and web platforms, elevating skill development and production quality.

College Hill Custom Threads / Lead Graphic Designer

August 2016 - May 2018

- Led custom apparel and merchandise design for corporate clients, 200+ universities, and 450+ Greek organizations.
- Produced fully vectorized, production ready artwork aligned to strict brand guidelines and Pantone standards.
- Partnered directly with clients, managing revisions and quality assurance for high volume screen printing production.
- Delivered an average of 20 designs per day in a fast paced, iterative environment.

Maui Snorkel Charters / Freelance Web Designer

March 2016 - June 2017

- Led the concept and redesign of the Maui Snorkel Charters website, delivering an improved user experience and refreshed visual identity.
- Executed UI/UX design, photo and video editing, and copywriting to create a cohesive, conversion focused web presence.

Microsoft Xbox / Graphic Designer

July 2015 - August 2016

- Produced editorial and promotional digital assets for Xbox One, Xbox 360, and Windows web platforms.
- Adapted and optimized creative across formats and large scale campaigns, including billboard executions.
- Managed asset revisions, metadata, and file systems to ensure accuracy, brand consistency, and operational efficiency.

The Daily Evergreen / Graphic Designer

January 2014 - May 2015

- Produced print ready advertising materials for client and in house campaigns.
- Designed custom creative solutions tailored to diverse client needs and brand objectives.
- Collaborated cross functionally in a team based environment, delivering projects with strong communication and attention to detail.