

Dana Constance

Art Director · Brand Strategist

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S U M M A R Y

Art Director and Brand Strategist with 18 years of experience and 12 years of creative leadership, building brands, directing visual systems, and making complex ideas feel effortlessly human. Proven track record across tech consulting, healthcare, environmental services, municipal government, and real estate. Team and budget leadership across KPMG, Stanford Healthcare, Cognizant Technologies, and Waste Management — managing both the people doing the work and the budgets behind it. Equally comfortable leading a team or executing the work myself, with hands-on delivery across brand identity, experiential design, digital, video, copywriting, and AI-augmented workflows.

E X P E R I E N C E

Equitide

2026 – Present

Art & Marketing Director

Alameda, CA

- Architecting the full brand and marketing launch for a vertically integrated real estate trust — from identity system to go-to-market strategy.
- Building AI-accelerated content workflows for video production and press, compressing launch timelines without sacrificing quality.
- Co-leading community and crowdsource strategy to drive investor awareness and early brand adoption.
- Operating as embedded creative and strategic partner to executive leadership across brand, content, and market positioning.

Cognizant Workday Practice (FKA Collaborative Solutions)

2019 – 2025

Senior Brand & Experiential Designer

Pleasanton, CA

- Led end-to-end visual design strategy for three flagship Workday Rising conferences, collectively capturing **560+ high-value client contacts** and supporting acquisition by Cognizant.
- **2019 — Rock-n-Roll Theme:** Captured 225 leads and was awarded **"Most Fun" booth** by Workday Rising. Told the founders' origin story through a backstage rock aesthetic — setting the brand template carried into 2022 and 2024.
- **2022 — The Power of Connection:** Captured **217 leads, 20% above goal**. Designed a logo-shaped photo mosaic of clients and colleagues as the hero installation — reframing two years of COVID isolation into a moment of reunion. Visual momentum that capped the year with acquisition by Cognizant.
- **2024 — AI Transformation Wave:** Captured **175+ leads**, outshining Titanium-tier sponsors on a Platinum budget. Designed the booth as a gallery installation rather than a trade show exhibit — stopping foot traffic from twenty feet away.
- Led brand collateral migration post-acquisition: **51 documents** redesigned and approved within a 12-month window, completed ahead of schedule, with a **20% faster** turnaround on late-stage revisions.
- Conceived the CS Values Wheel — a visual framework adopted firm-wide and installed as 4'x4' pieces in regional corporate offices.
- Led Microsoft Copilot rollout, streamlining enterprise sales deck production across marketing and sales teams.

Stanford Blood Center / Stanford Healthcare

2014 – 2019

Marketing & Design Manager

Palo Alto, CA

- Led the 2015 major brand refresh through SBC's acquisition into Stanford Healthcare, ensuring seamless brand continuity.
- Drove a **23% increase in blood donations** and generated six-figure nonprofit donations via the **Give Good** summer donor campaign.

- Conceived, wrote, and storyboarded **The Blood Count** — a theatrical horror-comedy PSA screened in South Bay movie theaters, now a permanent fixture on SBC's YouTube and social channels.
- Directed interior design of the City of Campbell donor center — the **first flagship SBC facility in the South Bay**, branded as a spa-inspired environment and benchmark for all future SBC facilities.
- Developed the advertising campaign for San Jose market expansion, combining market research with targeted creative outreach.

Waste Management, Inc.

2010 – 2014

Senior Creative Designer

Oakland, CA

- Art directed the 2013 City of Oakland contract bid, securing over **\$1 billion in future revenues** for Waste Management.
- Conceived the Davis Street Master Plan — a 350 sq. ft. scaled infographic exhibit anchoring a **\$500 million facility investment**, structured as a left-to-right narrative journey through the facility's full operational scope.
- Created **WM EarthCare** from scratch as sole designer — brand identity, packaging, digital experience, and segmented ad campaigns across four consumer segments. Built around the Closed-Loop Story. **Active 12+ years** later.
- Brought design and print in-house, reducing annual costs by **\$75K+** for Waste Management and the City of Oakland.
- Established the creative services department for the NorCal/Nevada market.

EARLIER ROLES

Proposal Manager · KPMG LLP, San Francisco, CA

Marketing Coordinator / Graphic Designer · International Parking Design, Oakland, CA

Graphic Designer · Tetra Tech R&D, Lafayette, CA

SKILLS & TOOLS

Design & Web: Adobe Creative Cloud (Expert), Figma, WordPress, Canva, PowerPoint, Keynote

AI & Automation: Claude, Microsoft Copilot, DALL-E, Google Gemini, Adobe AEM, MS SharePoint

Sales & Marketing: HubSpot, Highspot, Salesforce

Disciplines: Brand identity · Experiential design · Exhibit design · Environmental design · Copywriting · UX/UI · Video · Photography

Creative Writing: Produced playwright — Awesome Theatre Weirdstock 2025 Finalist · PSA scripting · Brand voice & campaign copy

EDUCATION

California College of the Arts

San Francisco, CA

BFA Program, Graphic Design

San Francisco State University

San Francisco, CA

Certificate Program, Digital Marketing

Coursera

UX/UI Design · Google AI Fundamentals

College of San Mateo

San Mateo, CA

Digital Media Certificate, Graphic Arts