Danyale Scarborough

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Profile Summary

Creative Designer with 4+ years of experience across visual design, content, and brand storytelling. Skilled in translating ideas into engaging user focused designs through photography, graphic design, social media, and experiential visuals. Producing high impact visual results across multiple formats and platforms.

Experience

Klik Marketing / Content Coordinator

June 2023 - Present Pineville NC

- Capture and produce photo and video content for various businesses, increasing engagment and consistency.
- Design and edit visuals for social media including Facebook, TikTok, Instagram, websites, and short films, supporting brand growth.
- Leads creative direction, conduct market research, and improve digital content.

Rae's Images / Assistant Photographer & Videographer

January 2022 - January 2024 Charlotte NC

- Assisted with setting up and preparing for photo shoots.
- Captured, photos and videos behind the scenes.
- Created reels, short clips in story post content for companies, social media including Instagram, Facebook, Twitter, Pinterest, Tik-Tok.
- Delivered regular communication with the team as well as customers for satisfactory results.

Additional Experience

Marshalls/Manager

August 2023 - August 2024 Huntersville NC

Starbucks/ Shift lead

October 2021- August 2023 Charlotte NC

Skills

Software

- Adobe Illustrator
- Adobe Indesign
- Adobe Lightroom
- Photoshop
- Sketch Up 3D
- Figma

Social Media

- Content strategy
- Engagment tracking & analytics.
- Brand consistency
- Campaign planning

UX/UI

- Wireframing & prototyping
- Responsive design concepts
- Accessibility basics
- User centered design principles

Experiential

- Experiential concept and development
- Pop-up and installation design
- Immersive storytelling
- Physical digital toughpoint design

Education

Advertising & Graphic Design A.A.S.
Central Piedmont Community College/ *December 2026*

Graphic Design Certificate
Central Piedmont Community College/ *January 2024*