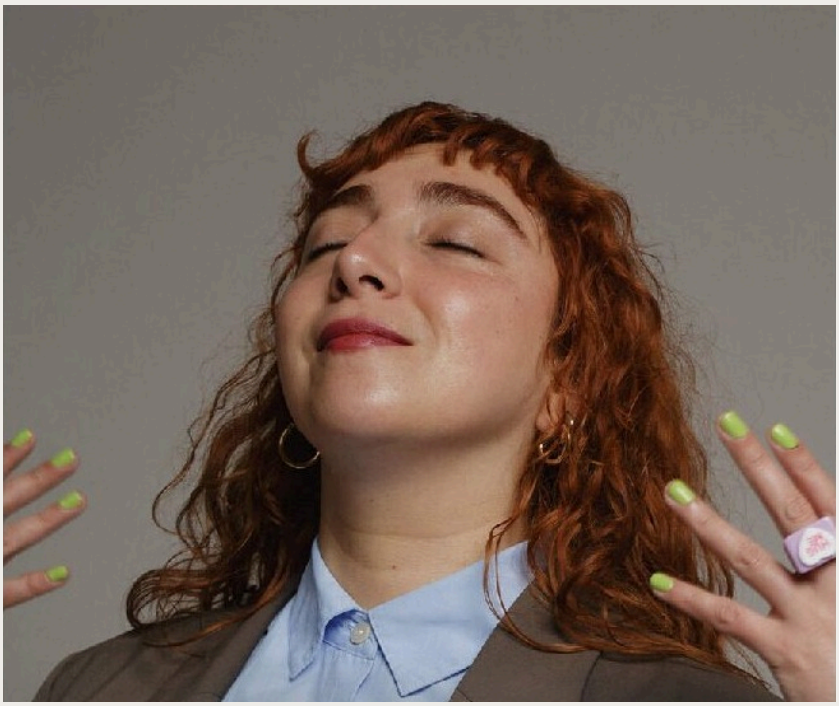
DANINKA PIZARRO

CREATIVE DEVELOPER · DESIGNER · BRAND ENGINEER

WSP. (56) 9 54432961 HOLA@TESELAR.CLUB WWW.DANINKA.COM

ABOUT ME



All-in-one **Creative Developer, Designer and Brand Engineer** with 10+ years connecting brand, ecommerce, web development, SEO and digital strategy. I take a brand from concept to a fast, beautiful site that people can find, and I write my own code. Experienced working with U.S. teams and clients across consumer, food & beverage, spirits, hospitality and lifestyle.

ACHIEVEMENTS

★ GOLD	**Davey Awards 2026**, Web Design, Food & Beverage, for the 1790 Coffee website, built with MAVRK Studio.
SEO · AIO	**León Y Sol**: with MAVRK Studio, positioned the brand in search and in AI answers, with a digital magazine and a lightweight landing coded from scratch.
APPS	**Workflow tools**: built web and desktop apps that make team work smoother.

EXPERIENCE

MAVRK STUDIO

HEAD OF WEB DEVELOPMENT & DIGITAL EXPERIENCE

- Led ecommerce, web and digital growth projects for international consumer brands.
- Developed Shopify, WordPress and Framer sites with a focus on SEO, UX/CRO and performance.
- Built the 1790 Coffee site and connected it to Target and Whole Foods Market.
- Managed clients, multidisciplinary teams and technical operations.

2019 — AUGUST 2026 · REMOTE

INDEPENDENT

CREATIVE DEVELOPER, DESIGNER & BRAND ENGINEER

- Work with agencies and brands on branding, ecommerce, web development and digital strategy.
- Led creative direction and projects from strategy to launch.
- León Y Sol: custom Shopify product page, a lightweight landing coded from scratch and LYS Roar, a digital magazine.
- The Rice Cream: brand identity, packaging and a store locator.
- Built desktop and web apps that improve team workflows, from a floating palette for Mac and Windows to a portal with roles.

2022 — PRESENT · REMOTE

ESTUDIO JUNGLA

DESIGN & DIGITAL CREATIVE

Contributed to visual design, digital communication and creative projects.

2018 — 2019

EDUCATION

DESIGN STUDIES · 2025
HOCHSCHULE MÜNCHEN UNIVERSITY OF APPLIED SCIENCES, GERMANY.

DESIGN
UNIVERSIDAD DE VALPARAÍSO, CHILE.

BACHELOR'S DEGREE IN ARTS
UNIVERSIDAD DE PLAYA ANCHA.

SKILLS

- **Creative Direction, Brand Identity & Packaging**
- **Custom Shopify, Ecommerce & Web Development**
- **Motion, WebGL & Scroll Storytelling**
- **SEO, AI Search & UX/CRO**
- **Workflow Apps, Digital Strategy & Project Leadership**

LANGUAGES

ESPAÑOL
NATIVE

ENGLISH
PROFESSIONAL WORKING PROFICIENCY

GERMAN
BASIC