

Crystal Frankenberg

GRAPHIC DESIGNER

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Travel Blog:
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PROFILE

Graphic designer passionate about typography and art backed by purpose. I'm in the process of using my background in design to challenge the way I look at the world and my place in it.

PROFESSIONAL SKILLS

My designs combine beautiful visual elements and typography to create effective communication and strong branding for companies all over the world.

EXPERIENCE

Freelance Designer, HelloFrankenberg. June 2014–Present

Built a strong clean portfolio of exceptional work with small business owners and B2B companies in the PNW and beyond. Proficient in Adobe CC Suite, Squarespace, Wordpress, and WooCommerce. See portfolio at hellofrankenbery.com

Designer at Pinnacle Marketing Group. March 2018–Present

As an important member of the creative team, I bring strong design experience and a diverse skill set to serve our B2B clients in tech and SaaS. I create a wide range of assets including infographics, eBooks, and custom presentation templates.

Lead Designer at Stash Hotel Rewards. October 2016–April 2018

Responsible for all digital design assets for the company– including web, email graphics, Stash Visa advertising, as well as our B2B and B2C Front Desk Brochures. Managed file organization system for our Partner Hotel Photography and all company design assets. Created MailChimp email templates for new members, as well as a dedicated landing page for Hoteliers.

Social Media: Content Creation, Story Takeovers, and Photography

Collaborations: @choosmountains (81k) @glyderapparel (76k) delseyusa (10k)
Takeovers with @thelandmarkproject (19.3k) and @GTSclothing (13.1k)

Genius Administrator, Apple. Lynnwood WA April 2015–October 2016

Mobile Technician, Aug 2014–Feb 2015 // Specialist, Jun 2013–Aug 2014

Supporting customers in troubleshooting their devices and repairing relationships.
ACMT Certification Completed at Apple Corporate in Cupertino, CA Feb 2016.

Backpacker, Nepal, Feb–April 2017. New Zealand, Feb–April 2015 (20+ Countries)

Reached Everest Base Camp! (17,600ft / 77 miles) Volunteered at Three Little Birds Shop in Raglan, NZ where I introduced the power of social media marketing.

EDUCATION

Seattle University, Seattle WA — **Bachelors Degree in Digital Design, 2014**

Everett Community College, Everett WA — **Running Start Program, 2010–2011**



References available on request.