

Crystal Frankenberg

GRAPHIC DESIGNER

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Portfolio: hellofrankenbery.com
Travel Blog: helloadventureco.com

PROFILE

Graphic designer with 5+ years of experience in branding and marketing to B2C and B2B. I utilize my background in design to challenge the way I look at the world and my place in it. My designs combine impactful visuals and typography to create effective communication for my clients.

EDUCATION

Seattle University, Bachelors Degree in Digital Design, Seattle, WA. // June 2014

EXPERIENCE

Graphic Designer, HelloFrankenberg. // December 2013–Present

Developed a clean portfolio of exceptional work with small business owners and B2B companies around the world. Proficient in Adobe Creative Cloud, Squarespace, Wordpress, Procreate, and WooCommerce. See portfolio at hellofrankenbery.com

Senior Graphic Designer, PMG. Vancouver, WA // March 2018-December 2018

At PMG, I tell the unique stories of clients, such as Intel, Spokane International Airport, goTransverse, CrowdStreet, and RGP. At the start of 2018, I spearheaded the launch of our new agency brand and a streamlined new website in 6-week timeline. I also create a wide range of demand-generation assets on the daily including infographics, email campaigns, direct mailers, eBooks, and custom presentation templates.

Lead Designer, Stash Hotel Rewards. Seattle, WA // October 2016–April 2018

Responsible for all digital design assets for this independent boutique hotel rewards company including web, email graphics, Stash Visa Card 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 and eBook for new hoteliers.

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

Mobile Technician // Aug 2014–Feb 2015.

Specialist // Jun 2013–Aug 2014

Supported customers in troubleshooting their devices and repairing relationships. Supported Back of House operations. Managed repair queue for our store, while providing feedback on repair quality to the Genius Team. ACMT Certification completed at Apple Corporate in Cupertino, CA. Feb 2016.

Social Media Curation and Photography: helloadventureco (9k), hellofrankenbery (4k)

Collaborations: @choosmountains (101k), @glyder (99k), @killaexpeditions (54k),

@thelandmarkproject (30k), @unionwinecompany (23k), @delseyusa (15k), @banditwines (1.2k)

Backpacker, New Zealand // Feb-April 2015. **Nepal** // Feb–April 2017 **Peru** // October 2018.

Traveled to 20+ Countries. Reached Everest Base Camp in 2017 (17,600ft / 77 miles) Volunteered at Three Little Birds Shop in Raglan, NZ where I introduced the power of social media marketing.

OTHER SKILLS

B2B Marketing. Apple Training. Social Media. Photography. Microsoft Office. Extreme Hammocking.



References available on request.