Crystal Frankenbery

GRAPHIC DESIGNER

CONTACT INFO

phone. 425.870.6387
email. crfrankenbery@gmail.com

portfolio. hellofrankenbery.com
travel blog. helloadventureco.com

instagram. @hellofrankenbery
linkedin. linkedin.com/in/hellofrankenbery

PROFILE

Hello! I am a designer with 6+ years of experience in B2B and B2C branding and marketing. My style combines impactful visuals and stunning typography to create effective communication for my clients around the globe. I utilize my background in design to challenge the way I look at the world and my place in it.

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe XD
Figma
Sketch
iWork
Microsoft Office
Procreate
iOS

EXPERIENCE

2020 — **Senior Marketing Designer, WE Communications** *(Sept 2019–Present)*

Currently collaborating with our Global Marketing Team to create energetic digital experiences that scale to markets around the world, including India, China, and Australia. Design assets to support our executive team, @wecomms social channels, and company website.

2019 — **Designer, Microsoft** *(April 2019–Sept 2019)*

Created a wide range of assets including white papers, infographics, and PowerPoint templates for Microsoft Azure, Dynamics 365, Power BI, and Quantum Computing. Re-designed the internal Business Applications Portal to better serve Sales & Engineering teams. Developed a UX/UI web experience for users to demo Dynamics 365 for Finance.

2018 — **Senior Graphic Designer, PMG** *(Mar 2018–Dec 2018)*

Collaborated with VP of Marketing to help lead the team to design engaging content. Spearheaded the launch of our new agency website and re-brand in a 6-week timeline. Clients include Intel, Spokane International Airport, goTransverse, CrowdStreet, and RGP.

2016 — **Lead Designer, Stash Rewards** *(Oct 2016–May 2019)*

Oversaw all design assets for the marketing team including web, email, and social. Designed our company brochure to display at over 150+ hotels, showcasing our rewards program. Created email templates for the company using MailChimp, as well as a dedicated landing page and a 44-page ebook for new hoteliers.

2013 — **Genius Admin, Apple** *(June 2013–Oct 2016)*

Managed repair queue for our store, providing feedback on repair quality to our Genius Team. Completed ACMT Certification at Apple Corporate in Cupertino, CA. Supported customers in troubleshooting their devices and repairing relationships while delivering enriching experiences at Apple Retail.

EDUCATION

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

REFERENCES

Paul Cooper *Design Director, Microsoft*
p. 718.551.7557 | **e.** pacoo@microsoft.com

Emily McFadden *Director of Marketing, Stash Rewards*
p. 608.513.4155 | **e.** emily.mcfadden@stashrewards.com