

Crystal Frankenberg

GRAPHIC DESIGNER

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Portfolio: hellofrankenberg.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

Production Designer, Microsoft, Remote // April 2019-May 2019

Created a wide range of assets including e-books, white papers, and Powerpoint templates for B2B Microsoft sub-brands: Azure, Dynamics 365, Power BI, Hololens 2, and Quantum Computing. Established the infographic style for the Azure brand. Updated Brand Central assets for D365.

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, Sketch, Procreate, and WooCommerce. See portfolio at hellofrankenberg.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. Created a wide range of demand-generation assets on the daily including infographics, email campaigns, direct mailers, and custom presentation templates.

Lead Designer, Stash Hotel Rewards. Seattle, WA // October 2016–May 2019

Responsible for all design assets for this independent hotel rewards company including web, email graphics, blog/social, as well as our B2B and B2C Front Desk Brochures. Managed file organization system for our Partner Hotel Photography and updated our current parter map quarterly. Created MailChimp email templates, as well as a dedicated landing page and e-book 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 Photography: helloadventureco (9k), hellofrankenberg (4k)

@choosemountains (101k), @glyder (99k), @killaexpeditions (54k), @unionwinecompany (23k)

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)

OTHER SKILLS

B2B Marketing. Apple Trained. Photography. Microsoft Office. Extreme Hammocking.



References available on request.