



# Crystal Frankenbergery

DIGITAL. CREATIVE. STRATEGY.

## CONTACT INFO

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## ABOUT ME

Hello! I am a design strategist with 8+ years of experience creating amazing visual campaigns for clients all over the globe. With a keen eye for digital, I love collaborating with marketing and communications teams to execute on big ideas, but especially love branding, web design, infographics, and interactive content.

26 countries 30 summits

## SKILLS

Adobe Illustrator	████████████████████
Adobe Photoshop	████████████████████
Adobe InDesign	████████████████████
Adobe AfterEffects	████████████████████
Figma	████████████████████
Sketch	████████████████████
TikTok	████████████████████
Instagram	████████████████████
Ceros	████████████████████
iOS	████████████████████
Rollerskating	████████████████████

## EXPERIENCE

- 2023 **Art Director, Hotwire Global** *(June 2021–Present)*  
Hotwire works with the world’s most innovative tech brands: Adobe, Pinterest, Peloton and GoPro. I work with a global creative team to ignite the possibilities of tech through integrated communications and design.
- 2021 **Senior Designer, WE** *(Sept 2019–June 2021)*  
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–August 2019)*  
Created a wide range of assets including white papers, infographics, and PPT 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** *(March 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 Airport, CrowdStreet.
- 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** *(July 2013– Oct 2016)*  
Completed ACMT Certification at Apple 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

**Judy Chu** *Design Manager, Hotwire*  
p. 415.828.6781 | e. judy.chu@hotwireglobal.com

**Paul Cooper** *Principal Creative Director, Microsoft*  
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