



Crystal Frankenberg

DIGITAL. CREATIVE. STRATEGY.

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ABOUT ME

Hello! I am a design strategist with 9+ 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	████████████████████
Adobe Premier Pro	████████████████████
Ceros	████████████████████
iOS	████████████████████
Figma	████████████████████
Sketch	████████████████████
ChatGPT	████████████████████
Rollerskating	████████████████████

EXPERIENCE

- 2024 **Art Director, Hotwire Global** *(June 2021–Present)*
Hotwire works with some of the world’s biggest tech brands: Adobe, Pinterest, and eBay to name a few. I work on our creative team to ignite the possibilities of tech through integrated communications and design. Curate ‘The Drop,’ a weekly insights video podcast & newsletter.
- 2021 **Senior Designer, WE** *(Sept 2019–June 2021)*
Collaborated with Global Marketing Team to create energetic digital experiences that scale to markets around the world. Designed assets for 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

Mike Garrison *SVP of Strategy, Hotwire*
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Paul Cooper *Principal Creative Director, Microsoft*
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