



# Crystal Frankenberg

Sr. Graphic Designer & Art Director

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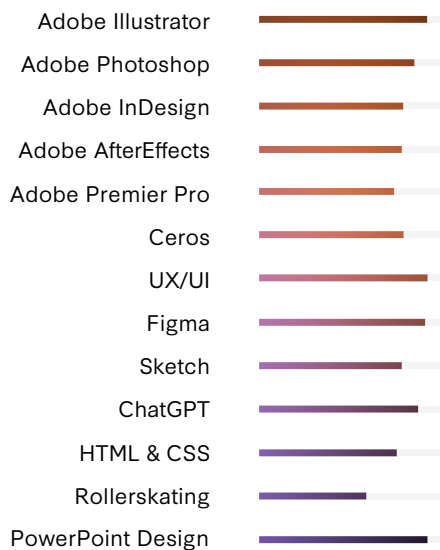
## About

Hello! I have 10+ years of graphic design experience in tech, consumer and B2B.

As a strategic creative thinker, I thrive on collaborating with cross-functional teams in marketing and communications, elevating brand recognition, amplifying visibility on social, and delivering visually impactful branding, web design, infographics, and interactive content.

26 countries 30 summits

## Skills



## Experience

- 2024 **Art Director, Hotwire Global** *(June 2021–April 2024)*  
Worked with some of the world’s biggest tech brands: Adobe, Meta, Cricut, Pinterest, and eBay. Developed new business pitches with exceptional presentation design, winning clients like Squarespace, Peloton, Thoughtspot, and more. Produced ‘The Drop,’ a weekly insights video podcast and newsletter. Collaborated with our VP, Marketing team to enhance our brand digitally and on social channels.
- 2021 **Senior Designer, WE Communications** *(Sept 2019–June 2021)*  
Collaborated with Global Marketing team to create energetic digital experiences that scale to markets around the world. Designed thought leadership assets for c-suite and global executive team, agency social channels, and company website.
- 2019 **Designer, Microsoft** *(April 2019–August 2019)*  
Created a range of assets including whitepapers, infographics, and PPT templates for various products and brands including Azure, Dynamics 365, Power BI, and Quantum Computing. Re-designed Business Applications Portal to better serve Sales & Engineering teams. Developed a demo for users to demo Dynamics 365 for Finance with strong UX/UI design.
- 2018 **Senior Graphic Designer, PMG** *(March 2018–Dec 2018)*  
Collaborated with our VP, Marketing and lead the team to design engaging content for clients. Spearheaded launch of 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. Created email templates 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 devices and repairing relationships, delivering enriching experiences at Apple Retail.

## Education

- 2014 **Bachelors Degree, Digital Design** *Seattle University*  
Tau Sigma Honor Society, Seattle U Athletics Department Internship, 2013 CMYK Graphic Design Exhibition

## References

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