



Crystal Chambers

Sr. Graphic Designer & Art Director

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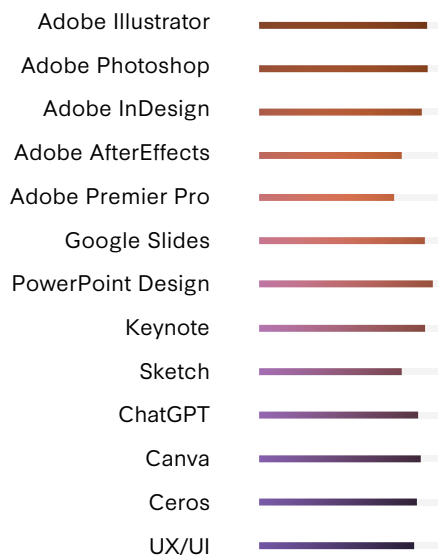
[portfolio hellofrankenbery.com](https://www.hellofrankenbery.com)

About

I have 10+ years of design experience in tech, consumer and B2B, along with 6+ years experience as a leader on creative teams. As a strategic thinker, I thrive on innovative marketing solutions that elevate brand recognition and accessibility, and specialize in delivering visually impactful branding, presentations, web design, infographics, and interactive content.

26 countries 30 summits

Skills



Experience

2024 Presentation Designer, Pinterest (June 2024–Current)

Currently developing educational curriculum for Pinterest creators with the Content Enablement team, Global Content Organization. Simplify complex topics through storytelling, data visualization and app product feature UI design (Ad types, Collages, API integrations, Pinterest Trends, Affiliate and Paid Partnerships) while collaborating with Product Marketing Managers and Global Marketing Specialists.

Assist non-native English-speaking content producers with presentation design, ensuring clarity and ease of understanding. Create animated videos/GIFs using innovative tools like Adobe Premiere and Canva to support educational initiatives. Tailor presentations for audiences – Merchants (Nike) and Publishers (Conde Nast, Bon Appétit, Vogue) – showcasing new features through engaging, story-driven formats.

Utilize Pinterest’s brand guidelines, Pinterest Predicts, Pinterest Palette, and build Google Slide templates specifically for our team to deliver cohesive, impactful presentations.

Art Director & Designer, Freelance/Contractor (Sept 2014–Current)

As a freelance and contract designer, I’ve built relationships with many tech companies, agencies and brands, including:

- SourceCode Communications (Website, agency capabilities deck, trends report and various ebooks)
- Kulur Group (Brand video, Agency presentations)
- XP Leadership Coaching (Website, Capabilities deck, RFPs)
- Starbucks (Social media content creation)
- Microsoft (Whitepapers, Infographics, PPT templates, UI)

Collaborate with cross-functional teams. Lead brainstorming sessions to solve challenges brands face today in an ever-changing landscape. Participate in brand workshops, aligning design and communications with go-to market strategy. See full portfolio at [hellofrankenbery.com](https://www.hellofrankenbery.com)

2021 Art Director, Hotwire Global (June 2021–April 2024)

Worked with leading tech brands including Adobe, Avalara, Mcafee, Cricut, Meta, eBay, and Pinterest. Developed new business pitches with exceptional presentation design, winning clients like Squarespace, Peloton, Thoughtspot, and more. Created and produced ‘The Drop,’ a weekly insights video podcast and newsletter. Collaborated with key stakeholders, account teams and marketing while managing multiple projects and maintaining our brand digitally and on social.

2019 Senior Designer, WE Communications (Sept 2019–June 2021)

Collaborated with WE’s Global Marketing team to create energetic digital experiences that scale to markets around the world. Trained our Associate Graphic Designer in her first office setting on our comprehensive brand system and how to extend assets to social, event marketing, web and other various digital projects. Designed thought leadership assets for c-suite and global executive team, agency social channels, and company website. Created wireframe and worked with external developer team to launch Avian WE’s website in India.

Experience (continued)

2019 Designer, Microsoft *(April 2019–August 2019)*

Created a range of assets including whitepapers, infographics, and PPT templates for various product teams and brands including Azure, Dynamics 365, Power BI, and Quantum Computing. Re-designed the Business Applications Portal to better serve Sales & Engineering teams. Developed a web demo for users to test drive Dynamics 365 for Finance and demonstrated strong UX/UI design while incorporating feedback from our Senior Product Marketing Manager.

2018 Senior Graphic Designer, PMG *(March 2018–Dec 2018)*

Collaborated with our VP, Marketing and our creative team to design engaging marketing collateral for our tech, SaaS, telecom and fintech clients, including Intel, GoTransverse, RGP, and CrowdStreet. Spearheaded the launch of our new agency website and re-brand in a 6-week timeline. Designed infographics, direct mailers, web and digital campaign assets.

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)*

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.

Education

Bachelors Degree, Digital Design *Seattle University*

Tau Sigma Honor Society, Seattle U
Athletics Internship, 2013 CMYK Graphic
Design Exhibition

References

Mike Garrison *SVP of Strategy, Hotwire*

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Cara Lewin *Program Lead, Pinterest*

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Passions

Adventure Photography

hellofrankenbery (5.4k), @stio (113k), @glyder (104k),
@killaexpeditions (75k), @unionwinecompany (27k)

Backpacker/Mountain Climber

New Zealand (Feb-April 2015)
Nepal, Everest Base Camp (Feb–April 2017)
Peru, Salkantay Pass (October 2018)

Volunteering

Big Brother Big Sister
Tempe Lost our Home Pet Rescue

Proposal Planner

idoadventure.co