

Crystal Martin

Art Director / Senior Graphic Designer

For 12+ years, I've helped brands turn complex ideas into clear, engaging experiences across digital and print. My work spans creative direction, brand development, and integrated campaigns, but I still love rolling up my sleeves and bringing the work to life. I'm a supportive teammate and thoughtful mentor who can guide the big picture while carrying an idea from concept through execution.

CORE EXPERTISE

- ✓ Creative Direction
- ✓ Brand Identity & Systems
- ✓ Integrated Campaigns
- ✓ Digital & Print Marketing
- ✓ Web & Landing Page Design
- ✓ Presentation Design
- ✓ Sales Enablement
- ✓ Event & Environmental Design
- ✓ UX/UI Design
- ✓ Design Operations

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 LinkedIn

PROFESSIONAL EXPERIENCE

Art Director / Senior Graphic Designer

Self-employed, July 2022–Present

- Partner with B2B and technology clients to translate complex products and ideas into clear, cohesive brand experiences across digital and print.
- Own creative projects from initial concept and visual direction through stakeholder review, production, and final delivery.
- Design CRM/emails, websites, landing pages, campaigns, eBooks, guides, presentations, sales sheets, direct mail, advertising, and event environments.
- Create flexible PowerPoint and Google Slides systems that help teams communicate consistently and produce polished work at scale.

Art Director / Senior Graphic Designer

EveryoneSocial, January 2021–August 2022

- Led a company-wide visual refresh spanning product, marketing, sales, and customer success, creating a more unified brand story across touchpoints.
- Set creative direction while remaining hands-on across responsive web and app experiences, campaigns, emails, presentations, reports, and sales enablement.
- Partnered with cross-functional stakeholders to translate business needs into clear, audience-focused creative solutions.
- Developed prototypes to communicate interface states and introduced a company-wide file organization and naming system to support smoother handoffs.

Art Director / Senior Graphic Designer

Spear Marketing Group, October 2018–January 2021

- Directed award-winning B2B campaigns and experiences across web, mobile, social, email, events, direct mail, presentations, and long-form content, helping increase engagement and ROI.
- Turned campaign strategy into cohesive customer journeys, guiding work from early concepts through final production.
- Managed and mentored designers, set creative standards, and partnered with project management to prioritize resources and deliver high-quality work on schedule.

Senior Art Director

Bailey Lauerma, July 2018–October 2018

- Translated business objectives into integrated advertising concepts and campaign experiences across digital and print.
- Oversaw day-to-day design workflow, priorities, and resourcing while maintaining a high creative bar across active projects.
- Aligned designers, copywriters, animators, account leads, freelancers, and project managers around shared creative direction and delivery goals.
- Helped evolve the agency's brand and create a more cohesive visual identity across the board.

LEADERSHIP & COLLABORATION

- ✓ Cross-Functional Collaboration
- ✓ Creative Mentorship
- ✓ Stakeholder Communication
- ✓ Project Prioritization
- ✓ Creative Problem-Solving
- ✓ Process Improvement

TOOLS

- ✓ Adobe Creative Cloud
- ✓ Figma
- ✓ Sketch
- ✓ PowerPoint
- ✓ Google Slides
- ✓ Microsoft Office
- ✓ HTML/CSS
- ✓ WordPress
- ✓ AI

EDUCATION

Bachelors Degree, Graphic Design
SAE Institute, Emeryville, CA
2006 - 2009

Visual Designer

Haberfeld, September 2017–July 2018

- Led the visual execution of an internal rebrand, guiding designers and ensuring the new identity remained aligned with the team's broader vision.
- Developed multichannel marketing across digital, print, and social while balancing audience needs, project objectives, and budget constraints.
- Introduced design workflows that strengthened collaboration, consistency, and day-to-day efficiency.

Brand Designer

SelectQuote Insurance, September 2016–September 2017

- Helped build the brand story through connected visual experiences across landing pages, email, social and display advertising, presentations, video, events, and print.
- Owned the development of brand assets designed to engage audiences, support campaigns, and generate leads.
- Guided and collaborated with designers, developers, and internal teams to keep the brand consistent while continuing to evolve it.

Senior Graphic Designer

Sparkpr, November 2014–September 2016

- Helped define and execute a company rebrand across the website, blog, eBooks, presentations, video, and social channels.
- Managed 5+ concurrent client projects, balancing brand standards, audience needs, timelines, and production quality.
- Partnered with content teams to turn campaign ideas into audience-focused visuals that supported reach and lead generation.

UX/UI Designer

Sandhills Publishing, October 2013–October 2014

- Designed and developed responsive websites using HTML, CSS, and content management systems.
- Created UI mockups and prototypes that clarified site behavior and experience before development.
- Worked across teams to evaluate client requests, determine value, and prioritize the most useful improvements.

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