

Crystal Martin

Graphic Designer

I'm a versatile creative with over 10 years of industry experience. I create fresh/new ideas, revamp brands, and help streamline design processes. When I'm not designing you can find me running or sipping a latte.

707-724-0294

Portfolio

LinkedIn

Freelance Art Director/Graphic Designer

Self-Employed | 07/2022 – Present

- Manage multiple projects while maintaining top-notch brand standards
- Create custom slide deck templates in PowerPoint and Google Slides
- Cross-team collaborator as well as independent worker
- Able to meet tight deadlines and multitask various deliverables
- Highly skilled in both digital and print assets (web design, google ads, email, social ads, slide decks, eBooks, infographics, booth designs, editorial, direct mail, billboards, landing pages, sales collateral)

Art Director

EveryoneSocial | 01/2021 – 07/2022

- Worked with cross-functional teams to conceptualize and design user experiences, mobile responsive websites, mobile apps, interactive campaigns, ads, sales collateral, promotional emails, presentations, quarterly business reports, and blog imagery
- Drove the brand refresh across all company assets and ensured everything was cohesive and telling our story
- Worked closely with Product, Marketing, Sales, and Client Success teams to create stellar designs for web and print
- Implemented a company wide file naming and file organization system
- Created prototypes to show different states and behaviors

Senior Art Director

Spear Marketing Group | 10/2018 – 01/2021

- Drove award winning artistic execution on a number of B2B client projects that increased ROI and user engagement
- Managed a team of designers including individual mentorship to ensure that we're always working efficiently and in collaboration with project management
- Lead content from ideation to completion for all digital/print projects including: mobile apps, web design, social media, email/landing page templates, presentation design, events, direct mail, ebooks, white papers, display ads
- Helped create visuals that guided an informative and outstanding customer journey

Senior Art Director

Bailey Lauerma | 07/2018 – 10/2018

- Readily translated business requirements into effective and visually engaging advertising campaigns that pushed the envelope and drove results
- Managed the day-to-day operations and workflow of the design team, directing and setting priorities, assigning resources, and ensuring project goals were achieved
- Communicated effectively in cross-functional teams (designers, copywriters, animators, account leads, freelancers, and project managers)
- Helped elevate and evolve the Bailey Lauerma brand by creating and maintaining a high visual bar across all digital/print touch points

Lead Multimedia Graphic Designer

Haberfeld | 09/2017 – 07/2018

- Created exciting and effective marketing materials for use across multiple channels, including digital, print, and social
- Researched and developed design solutions in accordance with budget limitations and identified project objectives
- Drove the internal rebranding efforts by managing a team of internal designers to ensure that the company rebrand was executed effectively and that it aligned with the overall vision of our team
- Created and implemented new processes that helped our design team work more efficiently and collaboratively

Brand Designer

SelectQuote Insurance | 09/2016 – 09/2017

- Helped build and lead the brand story by creating impactful and engaging visuals across all channels that reached our audience and increased leads
- Defined and managed the creation of all the visual assets for our brand, including but not limited to digital banner ads, landing pages and email template designs, social media ads, presentation design, event conceptualizing from ideation to creation, video, and print
- Guided and collaborated with a team of designers, developers, and other internal teams to ensure that the company brand was consistently evolving and staying ahead of competitors

Senior Graphic Designer

SparkPR | 12/2014 – 09/2016

- Drove the company rebrand by helping define the requirements, visualizing and creating assets, and shaping the visual aspects of the companies website, blogs, ebooks, presentation decks, videos, social and more.
- Maintained and dominated a client list of 5+ projects at one time, always executing quality work that not only aligned with the project needs but that also helped push our clients brand and reach their audience
- Worked closely with the content team to ensure all content and campaigns were brought to life with visuals that resonated with our target audiences and generated leads

UX/UI Designer

Sandhills Publishing | 10/2013 – 10/2014

- Designed and developed responsive websites using HTML/CSS/ + CMS
- Evaluated client requests and worked cross-team to determine value and prioritization
- Developed UI mockups and prototypes that clearly illustrated how the sites would function and what they would look like

Bachelors of Science, Graphic Design

Expression College for Digital Arts
2006-2009

Digital design, print design, advertising, brand development, and video

Areas of expertise

Adobe Creative Suite

Microsoft Office

Sketch

Figma

Presentation design

Email design

Web design

Display ads

Social ads

eBooks, whitepapers, guides

Signage, booth design

Direct mail

HTML/CSS, WordPress

Brand management

Cross-channel marketing

Natural skills

Clear written and verbal communication

Able to work independently

Cross-team collaboration

Attention to detail

Multitasker

Excellent time management

Self-starter

Effective process development

Creative thinker

Stellar organization

Easily adaptable

Who I am

Runner

Cook

Missionary

Lover of people

Music buff

Aunt, daughter, sister

Cat mom

Traveler

Seeker of unique things

Caffeine queen

Kind and encouraging

Positive outlook