Crystal Martin

Art Director and Creative Design Leader

Design leader with 15+ years of experience building B2B and B2C brands across technology, finance, healthcare, industrial, education and agency environments. Directs integrated digital and print campaigns from strategy through execution, pairing hands-on craft with low-ego leadership and a focus on measurable results.

CORE EXPERTISE

- Creative Direction
- Art Direction
- Design Leadership
- Brand Strategy & Systems
- B2B & B2C Marketing
- Integrated Campaigns
- Digital & Print Design
- Creative Operations

707-724-0294

crystal.ojeda1@gmail.com

www.pixelatedcrystal.com

LinkedIn

PROFESSIONAL EXPERIENCE

Art Director / Senior Graphic Designer
Self-employed, July 2022–Present

- Direct end-to-end creative for B2B and B2C clients across cybersecurity, SaaS, healthcare, financial services, insurance, industrial, and education sectors.
- Directed a multichannel program comprising 40+ unique assets and variations across social, email, landing pages, banners, and infographics while maintaining a cohesive campaign system.
- Redesigned an underperforming landing page using heat-map findings and conversion best practices, generating more than 50 lead submissions within five days of launch.
- Translate complex products and business goals into clear brand experiences across websites, campaigns, long-form content, presentations, direct mail, advertising, and events.
- Build reusable presentation and marketing templates that improve consistency, speed production, and make brand standards easier for teams to apply.

Art Director
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 customer-facing channels.
- Set creative direction and remained hands-on across responsive web and app experiences, integrated campaigns, email, presentations, business reports, and sales enablement.
- Built trusted cross-functional relationships and translated stakeholder needs into clear, audience-focused creative solutions.
- Developed prototypes to communicate interface behavior and introduced a company-wide file organization system that improved asset discovery and handoffs.

Senior Art Director
Spear Marketing Group, October 2018–January 2021

- Directed award-winning B2B campaigns across web, mobile, social, email, events, direct mail, presentations, and long-form content, contributing to stronger engagement and ROI.
- Converted campaign strategy into connected customer journeys and directed work from early concepts through final production.
- Directed 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 Lauerman, July 2018–October 2018

- Translated business objectives into integrated advertising concepts and campaign experiences across digital and print.
- Directed day-to-day design workflow, priorities, and resourcing while maintaining a high creative bar across active projects.

LEADERSHIP & COLLABORATION

- Cross-Functional Leadership
- Creative Mentorship
- Stakeholder Alignment
- Resource Planning & Prioritization Creative Operations
- Workflow Optimization

TOOLS

- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Acrobat, and After Effects
- Figma
- Sketch
- PowerPoint
- Google Slides
- WordPress
- HTML/CSS

EDUCATION

Bachelor's Degree, Graphic Design
SAE Institute, 2009

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PROFESSIONAL EXPERIENCE

- Aligned designers, copywriters, animators, account leads, freelancers, and project managers around shared creative direction and delivery goals.
- Helped evolve the agency brand and create a more cohesive visual identity across digital and print.

Visual Designer
Haberfeld, September 2017–July 2018

- Led the visual execution of an internal rebrand, guiding designers and maintaining alignment with the broader brand vision.
- Developed multichannel financial-services marketing across digital, print, and social while balancing audience needs, project objectives, and budget constraints.
- Introduced design workflows that strengthened coordination, consistency, and day-to-day efficiency.

Brand Designer
SelectQuote Insurance, September 2016–September 2017

- Developed B2C life-insurance creative across landing pages, email, social and display advertising, presentations, video, events, and print.
- Owned brand asset development supporting customer acquisition, campaign performance, and lead generation.
- Guided designers, developers, and internal partners in maintaining a consistent brand 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.
- Directed 5+ concurrent client projects, balancing brand standards, audience needs, timelines, stakeholder feedback, 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.