

# Hi, I'm Crystal Goade, Head of Design.

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## Design Leadership · Brand Identity · Creative Direction

An influential decision-maker and strong relationship builder leveraging 20 years' experience to deliver world-class design solutions that boost awareness and engagement, foster creativity, and lean into innovation. Drives all facets of design strategy including brand building, visual design, product design, marketing collateral and content development with outstanding leadership. Collaborates with key stakeholders to drive multiple simultaneous projects with competing priorities. Recognized as an energetic talent maximizer with passion for building a positive and engaging work culture while leading teams to meet and exceed objectives.

### AREAS OF EXPERTISE

- Visual Design / Graphic Design
- Brand Building & Product Marketing
- Product Marketing
- Metrics, Trends, KPIs, and Insight
- Marketing Strategy & Brainstorming
- Social Media & Email Campaigns
- Web Analytics, SEO, & Conversion
- Strategic Planning & Project
- Financial & Budget Oversight
- Process Improvement & Ideation
- Coaching, Training, & Team Building
- Digital & Print Marketing Collateral

### CAREER HIGHLIGHTS

**Shutterstock** – a top stock content site emerging into the AI design tool space.

09/2021 – Present

#### Creative Director, User Experience

Integrated through acquisition of PicMonkey. Reimagined and refined the brand, as well as the discipline, as they expanded into design and generative AI tools. Partnered closely with Product Marketing, Brand and Creative teams to build a cohesive customer experience that drove conversion, engagement and long term loyalty. Focused on customer growth initiatives.

**Directed redesign of key landing pages**, including the home page, leading to a projected 1M+ yearly bookings, +18% lead order rate, +10% paid order rate, +70% click-through rate, and +14% signup rate.

Directed design, creation, and copywriting for 100s of new landing pages, leading to ~60% growth in traffic, increased click-through rate to ~40%, and +600k increase in product usage.

**Managed \$1.5M budget** for design tool content, including both managing an external team and licensing content to fulfill needs. Creation based on relevant trends, analytics, SEO, and user research insights.

**Mentored and provided developmental support** to both design team as well as product managers, creatives, and researchers.

**Optimized and improved design system**, ensuring consistent brand styles, accessibility, and infusing additional personality.

## Creative Director

Built and led a team to develop brand identity, creative marketing, and maintain a library of content. Drove KPIs to increase conversion and traffic. Oversaw the design-heavy aesthetic of the company and its products, establishing an informed, cosmopolitan design sense that let our product offering shine.

**Built department from scratch and scaled as company quickly grew from 30 to 80.** Served initially on product team and created entire infrastructure including intake process, product content strategies, and calendar for up to 11 designers.

**Increased conversion up to 300%** by using A/B testing to optimize visuals, page layouts, and user journey.

**Grew cash revenue nearly 10%** in 2020 by pairing effective visuals with in-product messaging and campaign development, playing an integral role in developing the Pro offering, increasing EBITDA from 20% to 30%.

**Boosted order value from \$27 to \$50** through high-level collaborations with the product team to develop the highly anticipated pro service upgrade.

**Realized tens of thousands of dollars in savings by proactively creating the entire company website, within 3 weeks,** as company considered an outside agency. **Introduced idea to convert landing pages from manual to automatic,** reducing time from months to minutes and substantially boosting traffic and conversion.

Ad Ventures Design – a top branding and marketing company tailored to companies on the move. 11/2012 – 05/2015

## Lead Designer & Account Coordinator

Created brand strategy and achieved customer design goals. Designed responsive websites with effective UX/UI, excellent SEO, engaging social media/email campaigns, and compelling print collateral to boost traffic and increase conversion for well-known clients such as Napoleon Olive Oil, Kiel Mortgage, and Long’s Construction. Measured site success and increased revenue by creating analytics reports. Developed full brand identities.

**Increased conversion 183% for a key client** by redesigning their website to be responsive, user-friendly, and conversion-driven.

**Instrumental in leading company to be listed as a top 25 graphic and web design firm** in the Puget Sound Business Journal.

**Designed dozens of comprehensive websites** including several in WordPress that enabled clients to manage their own websites.

CMG Designs – contract and freelance projects

06/2004 – 06/2012

## Independent Consultant

Retained by a variety of companies for branding, visual design, marketing, photography, social media, responsive web design, app design, and more. Clients included AT&T, Envision Response, Quality Spas, and Gonzaga University.

## PROFESSIONAL & COMMUNITY AFFILIATIONS

- Visual Communications Advisory Committee – Kent School District 2020 – Present
- American Institute of Graphic Arts (AIGA) – Seattle 2017 – 2020
- Portfolio Reviews – Seattle Interactive Conference and UW 2018 – Present

## EDUCATION

Bachelor of Arts, Fine Art – Gonzaga University, Spokane, WA • Associate of Arts, Design – Bellevue College, Bellevue, WA