



Design Pickle Announces Release of In-House Podcast, *The Worst*

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About Design Pickle
Design Pickle is a global creative services company providing thousands of businesses with unlimited, high-quality design and illustration work at a flat rate.

Scottsdale, AZ (October 21, 2020) — Design Pickle, the leading flat-rate graphic design and creative services company, today announced the release of an in-house podcast, *The Worst*. The show aims to take a new approach to brand podcasts, diving deep into the concept of creativity while offering unique glimpses into the lives of people who have changed the course of history.

“We had the idea to create a podcast back in 2019, and knew that (in classic Design Pickle fashion) it had to be different,” says Design Pickle’s Brand Director and co-host, Kate Rooney. “It was an unusual decision to create a branded series that isn’t distinctly about the brand or business services. But *The Worst* captures the Design Pickle spirit: quirky, fun, and creative. Some people might think it’s the worst — but they can still enjoy this more lighthearted series that pokes fun at ourselves and offers interesting perspectives (without blatantly pushing a product).”

“We’re always looking to break the mold,” says Jess Guffey, head of Brand Partnerships and co-host. “With this show, we want to educate, entertain, and inspire people to think about all the ways they interact with and think about creativity, and hopefully help re-shape the perception around creative people.”

Episodes cover a wide variety of creatives, from the enigmatic musician, Prince, to notoriously reclusive author of *Catchers in the Rye*, J.D. Salinger. As experienced creatives themselves, Rooney and Guffey offer their insights into the creative process as they share the untold stories of the respective subject, ultimately deciding if they are “the worst” or not.

To listen or subscribe to *The Worst*, visit here. To learn more about the hosts and show, visit www.designpickle.com/podcast. For more information on Design Pickle, visit www.designpickle.com.

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