



## DESIGN PICKLE ACQUIRES LONDON-BASED FIRM, DESIGN HERO

Leading graphic design service fuels growth with first major acquisition

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### Design Pickle

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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.

For images and more information on Design Pickle, contact Jess Guffey at [jess@designpickle.com](mailto:jess@designpickle.com) or visit [designpickle.com](https://designpickle.com).

Scottsdale, AZ (January 26, 2021) — Design Pickle, the leading graphic design and creative services subscription platform, released information today about their acquisition of British design agency, Design Hero. The acquisition marks the first of its kind for Design Pickle, paving the way for expansion into the UK and European creative markets.

Design Hero was founded in 2018 to help clients build better businesses through better design, directly complementing Design Pickle's vision to change lives through creativity. Design Hero will now exist solely under the Design Pickle brand.

"We're thrilled to welcome the Design Hero team and roster of clients to the Design Pickle world," says Russ Perry, Design Pickle Founder and CEO. "We look forward to combining our resources to continue building the largest subscription workforce solution in the creative services industry."

"We've long admired the work Design Pickle has done to ensure better access to design help for all types of businesses," Design Hero founder, Suraj Sodha, says. "Now, under the Design Pickle umbrella, we look forward to delivering an even better experience to our clients and assisting with development plans throughout the globe."

The acquisition is the first phase of Design Pickle's UK expansion strategy, with 2021 scheduled to bring significant changes to their presence in the market, as well as their suite of creative offerings.

For more information on Design Pickle, visit [www.designpickle.com](https://www.designpickle.com).

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