

THE DESIGN PICKLE STORY

FACTS & FIGURES



**YEAR
FOUNDED:**

JANUARY 2015



**TOTAL FULL-TIME
EMPLOYEES:**

70



**TOTAL CREATIVES
IN GLOBAL NETWORK:**

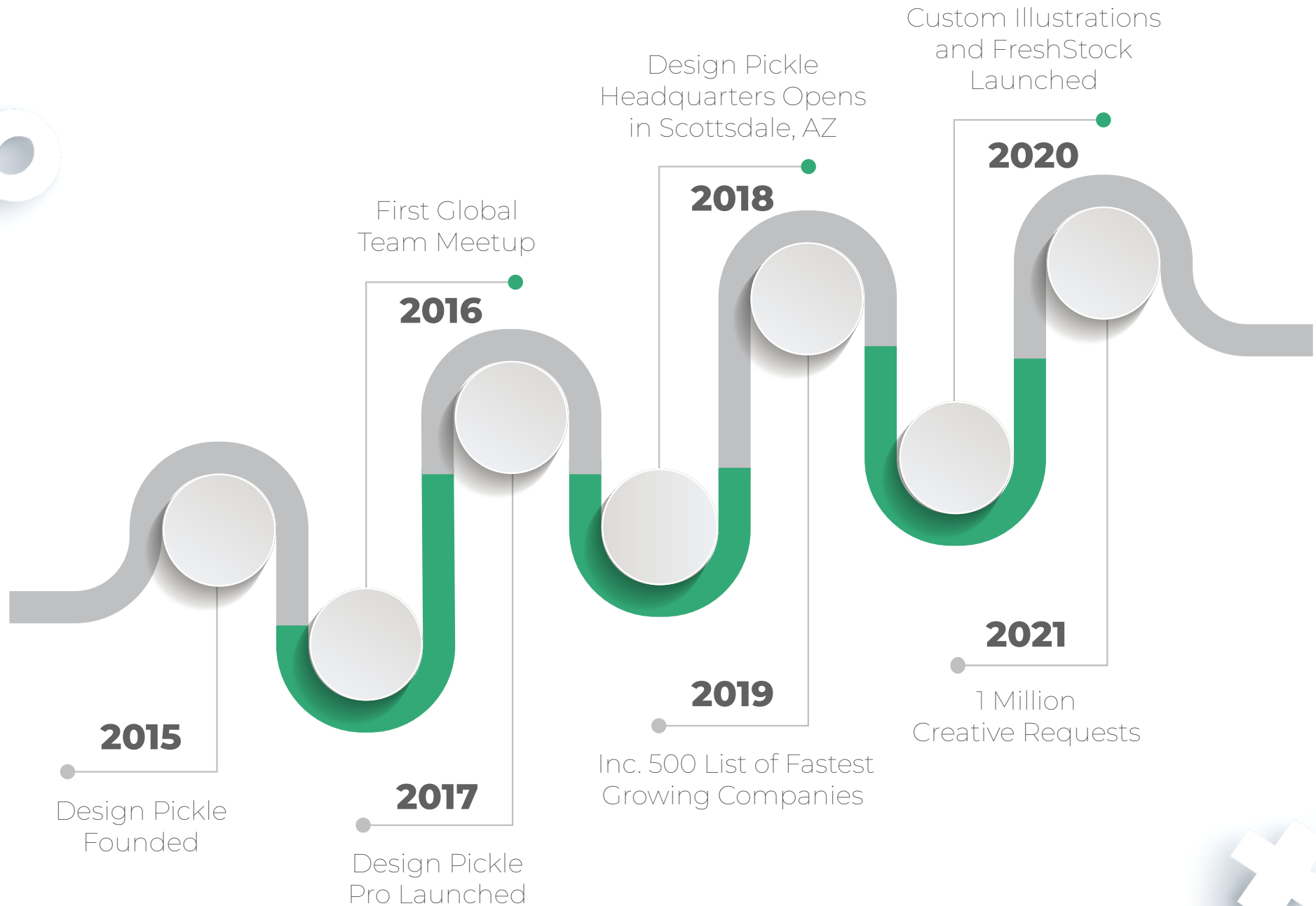
700



**COMPANY
HUB:**

SCOTTSDALE, AZ

KEY MILESTONES





Design Pickle hasn't disrupted the creative industry with the work that we create — but with how it is consumed. It's in the way the service is purchased and the experience offered. And when we look at most real, positive disruption, it's not that it's some miraculous invention of something incredibly new. It comes in altering the way an existing product or service is delivered, the methodology, the price, and the experience — that's what consumers end up being hungry for.

Russ Perry, Founder & CEO

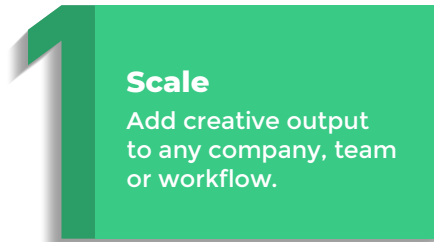
Design Pickle was created to deliver reliable, affordable, scalable creative content to any business.

With our subscription workforce model, we fill the gap between in-house hiring, marketplaces, and inconsistent freelance creative support.

PRODUCTS AND SERVICES

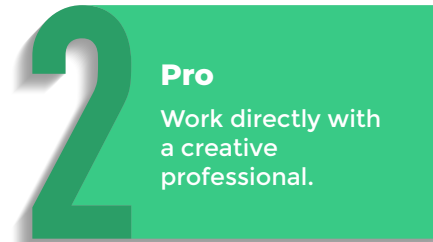
Creative Services

With two tiers of service, Design Pickle offers businesses the opportunity to cover all of their needs with the help of a friendly, trusted creative — all for a flat rate.

A green rectangular box with a large white number '1' on the left side. The text 'Scale' is in bold, followed by a description of adding creative output to any company, team, or workflow.

1

Scale
Add creative output to any company, team or workflow.

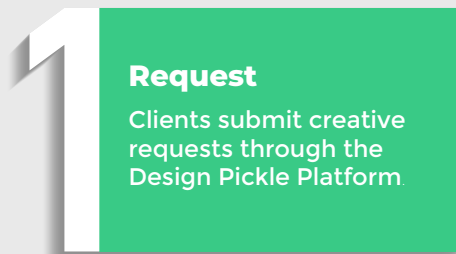
A green rectangular box with a large white number '2' on the left side. The text 'Pro' is in bold, followed by a description of working directly with a creative professional.

2

Pro
Work directly with a creative professional.

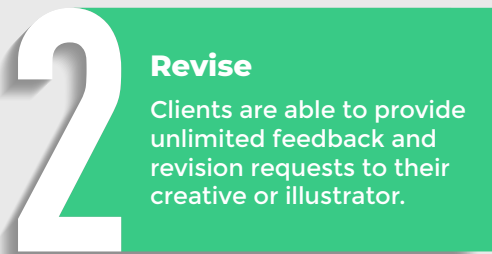
The Design Pickle Platform

Design Pickle is a tech-enabled service, with the platform using proprietary software to allow clients to manage their creative queue.

A green rectangular box with a large white number '1' on the left side. The text 'Request' is in bold, followed by a description of clients submitting creative requests through the Design Pickle Platform.

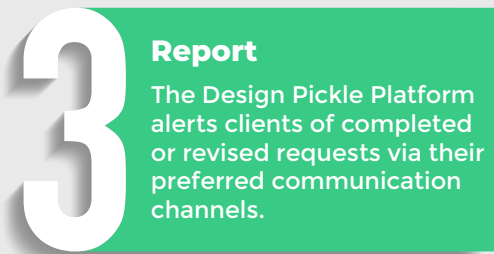
1

Request
Clients submit creative requests through the Design Pickle Platform.

A green rectangular box with a large white number '2' on the left side. The text 'Revise' is in bold, followed by a description of clients providing unlimited feedback and revision requests to their creative or illustrator.

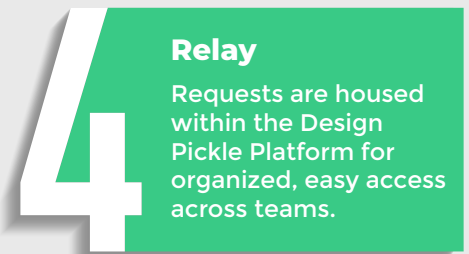
2

Revise
Clients are able to provide unlimited feedback and revision requests to their creative or illustrator.

A green rectangular box with a large white number '3' on the left side. The text 'Report' is in bold, followed by a description of the Design Pickle Platform alerting clients of completed or revised requests via their preferred communication channels.

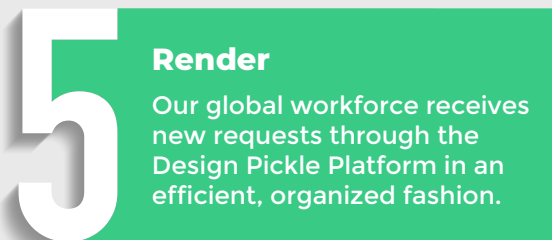
3

Report
The Design Pickle Platform alerts clients of completed or revised requests via their preferred communication channels.

A green rectangular box with a large white number '4' on the left side. The text 'Relay' is in bold, followed by a description of requests being housed within the Design Pickle Platform for organized, easy access across teams.

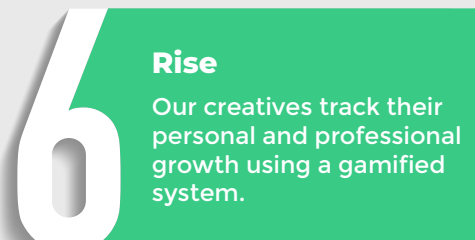
4

Relay
Requests are housed within the Design Pickle Platform for organized, easy access across teams.

A green rectangular box with a large white number '5' on the left side. The text 'Render' is in bold, followed by a description of the global workforce receiving new requests through the Design Pickle Platform in an efficient, organized fashion.

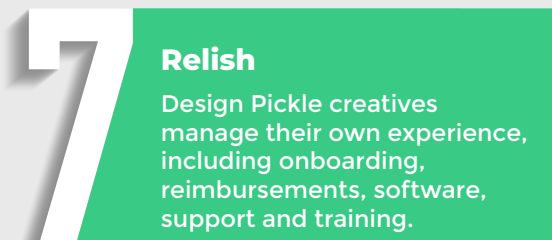
5

Render
Our global workforce receives new requests through the Design Pickle Platform in an efficient, organized fashion.

A green rectangular box with a large white number '6' on the left side. The text 'Rise' is in bold, followed by a description of creatives tracking their personal and professional growth using a gamified system.

6

Rise
Our creatives track their personal and professional growth using a gamified system.

A green rectangular box with a large white number '7' on the left side. The text 'Relish' is in bold, followed by a description of Design Pickle creatives managing their own experience, including onboarding, reimbursements, software, support and training.

7

Relish
Design Pickle creatives manage their own experience, including onboarding, reimbursements, software, support and training.

CORE VALUES



FRIENDLY



SMART-WORKING



TRUTH



SERVICE



TENACIOUS





That type of positive energy, creativity, and ingenuity are some of the attributes we love most about Design Pickle. They truly feel like an extension of Optimal Station.

— **Optimal Station**



We have seen our social media footprint improve by 600% because we are able to create custom graphics for each post through Design Pickle.

— **Gallagher Bassett**



They get it. My designer understands me. They have full creative control and are empowered to go forward. And I can just edit. They've learned me enough that I can just say things in my weird ways.

— **TTN Fleet Solutions**



Design Pickle has been able to take a lot of stress off so I can focus more on strategy — 15-20% of my workday has been freed up.

— **Regent Bank**

CASE STUDIES



IN THE PRESS

FEATURED IN:

Entrepreneur[®]
Inc. Forbes

WSJ Medium

Chief Executive

NOTABLE PRESS RELEASES

Design Pickle Acquires London-Based Firm,
Design Hero

Creative Services Leader Announces Ongoing
Collaboration With Adobe

Science from Scientists Receives Free Graphic
Design and Marketing Support

Design Pickle Joins Forces With COVID-19
Relief Organization, Energize Colorado



PRESS CONTACT

J E S S
GUFFEY

jess@designpickle.com

designpickle.com

