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Design Pool, LLC hires new Director of Marketing & Communications

Today, Design Pool, LLC announced the hiring of Kristin Crane as its new Director of Marketing and Communications.

“We are thrilled to have Kristin join the team at Design Pool,” said founder and CEO Kristen Dettoni. “Kristin brings a unique skill set to our team. With her background in the textile industry as a woven textile designer and also her skills in marketing and communications, she is uniquely situated to tell the story of our company and help grow our business.”

Crane comes to Design Pool after working as Digital Media Specialist at The Providence Foundation in Providence, Rhode Island where she worked on communications efforts for the Foundation as well as its special project, the Downtown Providence Parks Conservancy.

In her role as Director of Marketing and Communications, Kristin will work closely with Dettoni to tell the story of the company, expand their customer base and ultimately grow their business.

"I am excited to join the dynamic team at Design Pool. As the technology for print on demand products grows rapidly in the commercial interior market, there is huge demand for quality patterns and designs. Design Pool fills that need. I look forward to telling their story and helping them become a leader in this market," said Crane.

A resident of Providence, Rhode Island, Kristin is a graduate of Jefferson University (previously Philadelphia College of Textiles and Science) and holds a Bachelor of Science Degree in Textile Design.

Design Pool is based in East Hampstead, New Hampshire and launched in January 2019. Their online digital library of high quality designs is paired with exclusive relationships to the leading print-on-demand companies and offers its customers a world of creative possibilities for their products. Design Pool’s seamless, vector format patterns can be printed on a variety of materials for an astounding range of needs. From hospitals to hotels, residences and offices, Design Pool delights its customers with unheard of speed, flexibility and creativity.

Please join us in welcoming Kristin to Design Pool.

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