

Case Study



How DesignCrowd Scaled Multiple Departments with a Remote Creative Team – Stress-Free and Cost-Efficient

Brought to you by:

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PENBROTHERS

Humanizing Growth

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Who is DesignCrowd?

DesignCrowd is a global creative marketplace connecting businesses with over 1.3 million freelance graphic designers, illustrators, and creatives. Headquartered in Australia, it empowers startups and enterprises worldwide to access high-quality design work, from logos and web pages to marketing materials at a fraction of traditional agency costs.

Through its subsidiary BrandCrowd, the company also offers automated logo and branding tools that help entrepreneurs launch their businesses faster and more affordably.

The core services of DesignCrowd are:

- Crowdsourcing platform
- BrandCrowd Logo Maker
- Managed Design Services

Location

Australia

Industry

Design

Portfolio

1.3 M+ designers powering 35.5 M+ designs worldwide

Year Established

2007



The Challenges

Local Hiring Limits Slowed Global Growth

- **Need to Scale Offshore Quickly**

DesignCrowd saw the value of Filipino talent and aimed to expand operations in the Philippines but needed a compliant and scalable way to do it fast.

- **Lack of Local HR Infrastructure**

They required support for HR administration, payroll, and government compliance, without building an entity or taking on legal risk.

- **Quality and Retention Concerns**

As a creative company, DesignCrowd needed not just volume, but high-quality, long-term contributors they could grow with over time.





The Solutions

A Seamless Offshore Setup for Creative Focus

- **End-to-End HR and Compliance Setup**

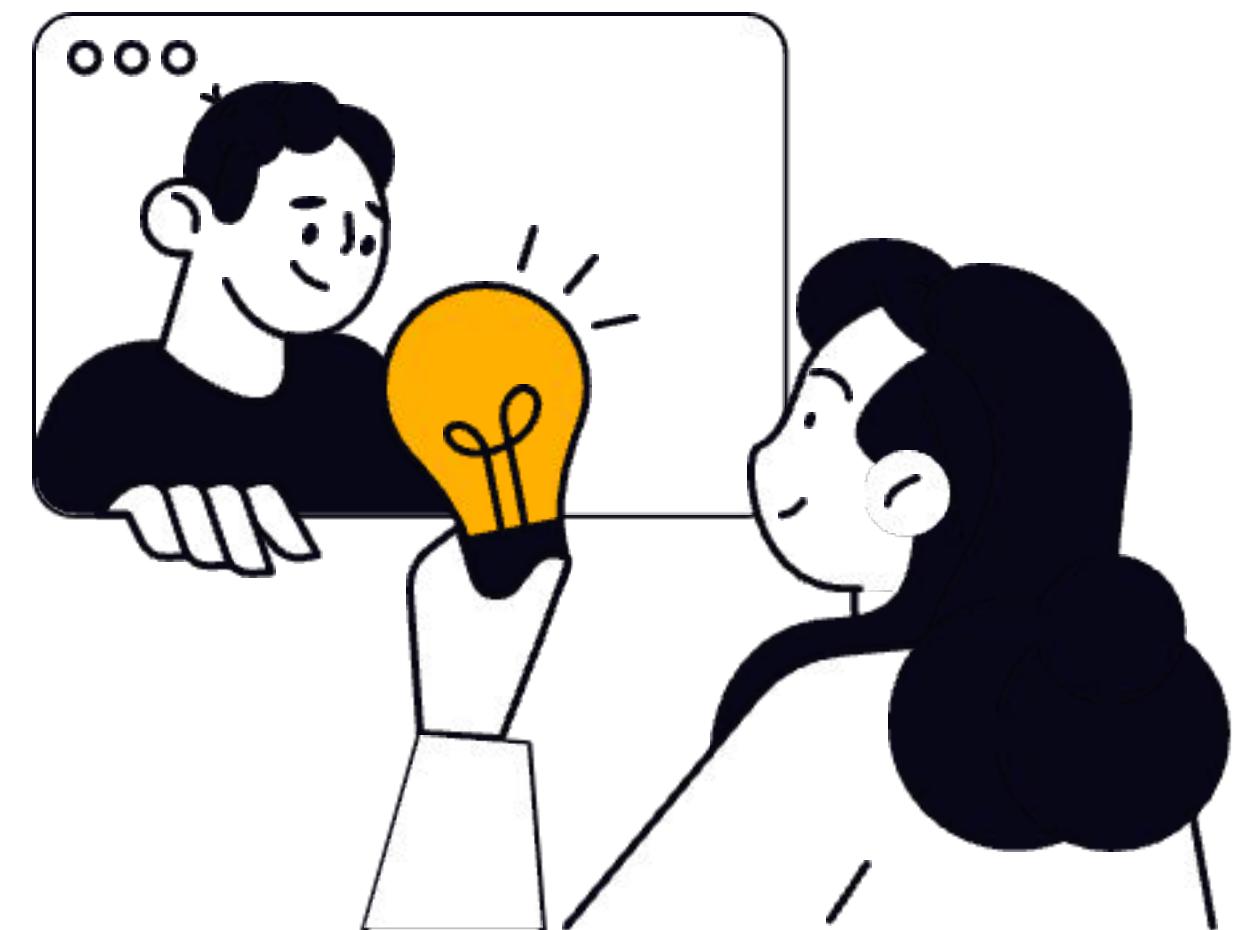
Penbrothers took on HR operations, payroll, and full legal compliance, ensuring DesignCrowd's Philippine team was set up for success with zero local risk.

- **Talent Sourcing Across Functions**

From customer service to finance and marketing, Penbrothers sourced vetted professionals who aligned with DesignCrowd's brand and culture.

- **Ongoing People Management Support**

With a managed workspace and ongoing support, Penbrothers ensured team members thrived, contributing long-term to DesignCrowd's goals.





The Results

From One Department to Many with 80% Labor Savings

- **Expanded to Multiple Departments**

Started with support roles, then expanded to finance, content, and UI/UX fueled by high-quality endorsements and strong performance.

- **Zero Compliance Headaches, 100% Focus on Core Business**

By outsourcing HR and payroll, DesignCrowd avoided operational distractions and focused on delivering value to clients and creatives alike.

- **Saved Up to 80% Per Role on Labor Costs**

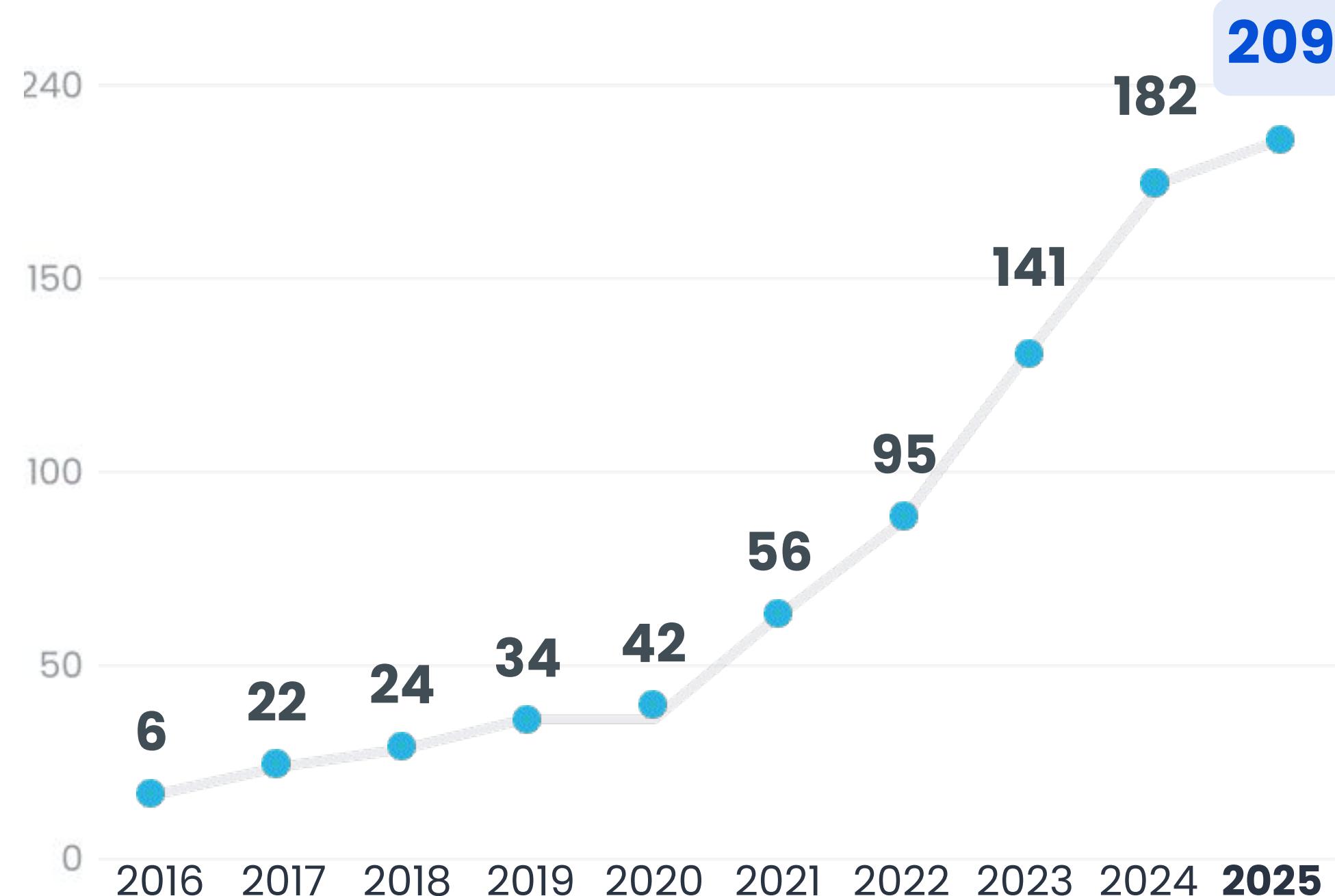
DesignCrowd reduced total employee cost for roles like Accountant and Customer Service Advisor by up to 80%, freeing budget for growth.



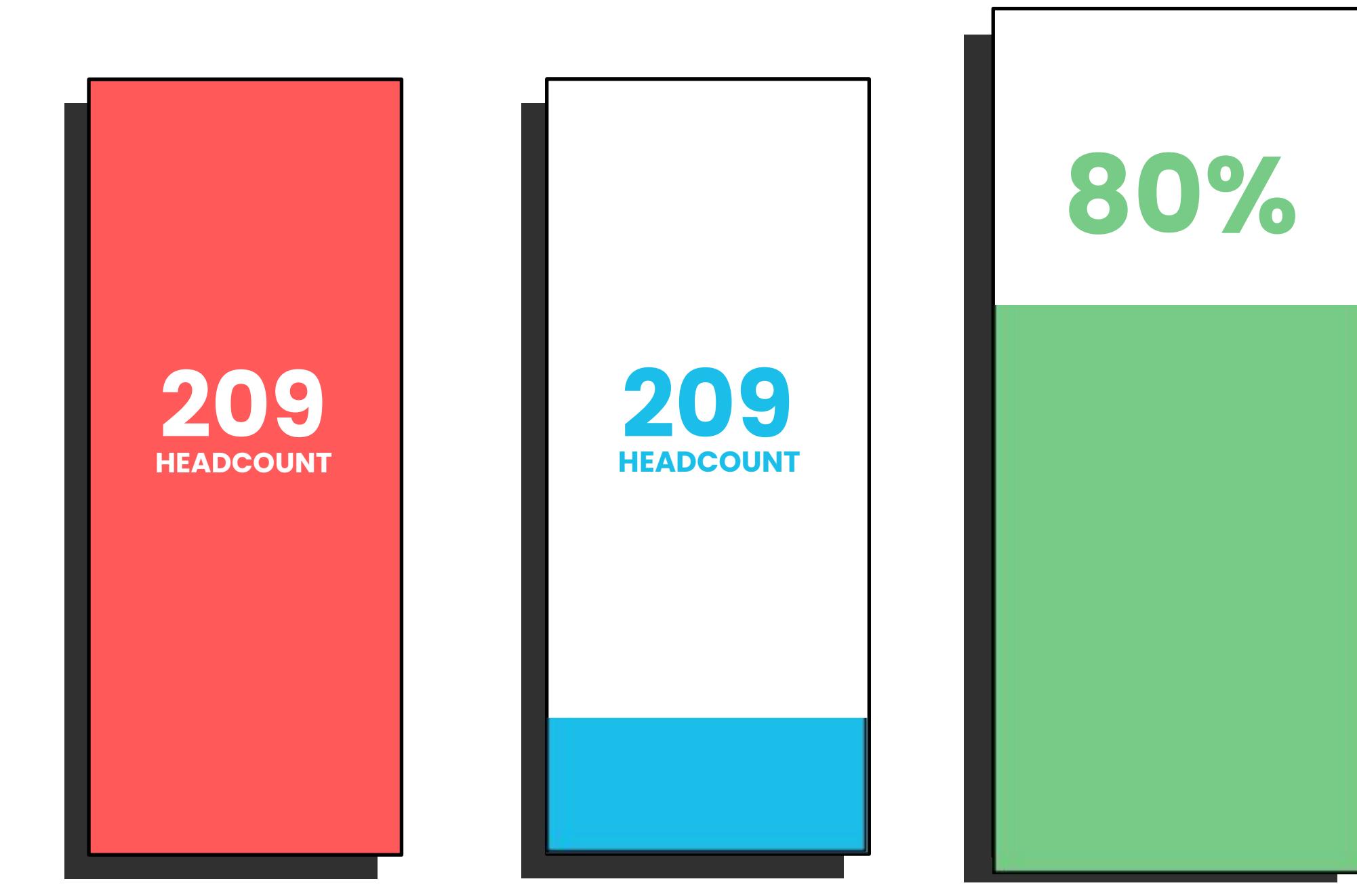


The Analytics

Headcount Growth



2024 Salary Cost Savings



Hired in the US
(US Fully Loaded)

Hired with Penbrothers
(Penbrothers Fully Loaded)

Annual Savings



Testimonials

“The Philippines is packed with amazing talent, and the people are really eager to do creative work. We’re super happy to have found a solid partner in Penbrothers. Teaming up with them has given us room to grow and keep our commitment to delivering amazing work to our clients. We’re truly thankful to have Penbrothers as our partner in progress.”



Guillermo Conde

Head of Customer Support, DesignCrowd

Grow Faster and Smarter.

Expand your creative powerhouse without the HR and compliance hassle.

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