

DesignCrowd launches in Spanish language

Continues to expand its global customer base

Sydney, Australia - 24 March, 2016: Online creative marketplace DesignCrowd has launched its service and customer support in Spanish, targeting Spain, Mexico, and Argentina as it continues to expand its global customer base.

DesignCrowd founder and CEO, Alec Lynch, said the development is a key step in the company's global strategy to internationalise DesignCrowd's service, with plans to launch in other languages, like German and French, in the near future.

"Whether you're a business or a designer, we want to make quality, fast and affordable design available from anywhere in the world and in any language," he said.

"By offering the language alongside Spanish customer support, more designers can produce great work for businesses around the world."

Demand for the crowdsourcing service from Spanish customers grew by 40% last year and project volumes have increased by 60% in the first two months of 2016 compared to the same period last year.

DesignCrowd already has more than 20,000 Spanish speaking designers registered on its platform from across 21 countries.

One of DesignCrowd's top 100 designers is Ivan Marinov, from Spain, who has earned more than \$AUD45,000 through the website.

The bilingual development comes after the crowdsourcing website, which was launched in 2008, announced it had grown its design community to more than half a million graphic, logo, and website designers around the world.

Mr Lynch added: "We are committed to growing the crowdsourcing platform out across all industries and countries.

"The global design industry is large (over \$50b) and while 80% of DesignCrowd's revenues already come from outside of Australia, launching in new languages, like Spanish, will help DesignCrowd grow and expand internationally even further. Our vision is to help businesses access talented designers around the world, regardless of their location and launching in new languages is an important part of realizing this vision."

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