

KRISTY SANTOS *→+

Creating & leaving things better for people along the way.

CREATIVE PROJECT LEADER + GROUNDED IN HUMANITY

Dynamic creative leader and operations manager with 15+ years of experience across fashion, digital technology, e-commerce, and product development. I excel at bridging brand vision with business reality, setting creative direction, orchestrating cross-disciplinary teams, and optimizing workflows. My superpower lies in leading transformative change management initiatives that enhance creative departments and streamline design teams, fostering innovation and growth. From managing bespoke initiatives for celebrities and boutique agencies to launching direct-to-consumer brands and leading projects for Fortune 500 companies, I oversee the full journey from ideation to launch. I prioritize efficiency and lean processes while nurturing an environment where ideas flourish, humility guides, and inclusive collaboration sparks creativity.

KNOWLEDGE AREAS

Creative Project & Program Management

People Orchestration & Team Empowerment

Change Management & Workflow Optimization

Creative Strategy & Product Roadmapping

Procurement, Tooling & Finance Management

Print & Video Production & Web/App Development, Q/A

YOU WROTE THE ROLE. I'VE DONE THE WORK.

Digital Project Manager & Producer

[Propane Agency](#) | May 2023 - November 2024 | 1y 6m

Led end-to-end delivery and strategic planning for enterprise digital projects, facilitating roadmapping sessions with C-suite clients and overseeing account management, vendor sourcing, contract documentation, and support for brand strategy, product management, and new business development. Managed and mentored internship programs to cultivate talent. Digital projects included, video, applications, 3D, illustration, motion and websites.

- **Delivered a 12 month long \$875K 3D product experience application and marketing assets**, leading engineering, Q/A, UI, UX, 3D, and video production teams to successful alpha launch.
- **Streamlined project frameworks** (AI tools, SOPs, and reporting systems) cutting creative feedback cycles by 50% and costs by 60% (~\$10K), while improving budget visibility and reducing risk.
- **Implemented finance reporting and time tracking tools**, resolving discrepancies for a high-profile project and realigning it with financial and timeline projections.

Senior Project & Operations Manager of Creative Programs

[Gap Inc., Athleta](#) | March 2018 - June 2022 | 4y 3m

Recruited to transform global creative operations by enhancing quality, timelines, workflow, procurement, tooling, budgeting, creative intake process and boost team morale. Drove communications across 30+ cross-functional team members and managed 6+ designers for complex seasonal product launches. Developed project plans, assessed risks, and coordinated efforts to deliver high-quality creative work.

- **Partnered with the Senior Creative Director to shape creative direction**, designing creative artwork programs for seasonal launches that resulted in increased sales for three consecutive quarters.

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- **Transformed operations** by identifying the right decision makers, standardizing workflows, calendars and milestones, tightening feedback loops, and implementing new project-management tools, accelerating the pipeline by 2–3 weeks, improving on-time delivery to 95%, and cutting costs by 50%.
- **Tracked performance metrics and led retrospectives** to enhance design processes, revealing a 6 to 1 asset over-development ratio. Collaborated with cross-functional teams to implement new creative intake processes and seasonal roadmaps, reducing waste by over 50% and increased team morale.
- **Spearheaded the production of new creative programs**, defining the end-to-end process and pipeline. This effort included high-profile projects featuring Simone Biles, Athleta Re-Brand and Artists initiatives.
- **Enhanced creative asset processes, handling and documentation** by redefining artwork production file standards, achieving a 26% reduction in errors. Developed a new naming convention and digital asset management (DAM) system with meta tags, improving asset retrieval speed and reducing design time.

Global Associate Art Director of Creative Programs

[Gap Inc. Gap Brand](#) | February 2012 - May 2017 | 5y 3m

Established and scaled a global creative department, managing \$235 million in annual sales. Led creative vision and strategy, developed and implemented processes and timelines, ensured quality control, elevated creative handwriting, introduced new production standards, and sourced top talent.

- **Directed creative programs** that produced over 800 assets annually with a 98% on-time delivery rate, effectively managing a blended team of 10+ in-house designers, freelancers, and vendors.
- **Scaled creative department** achieving a 400% increase in creative output and a 700% growth in team size, positioning the department to meet increasing market demands and trends.
- **Defined and executed data-driven creative strategies** generating \$6.75M in additional revenue.
- **Tasked by the CEO to develop an innovative retail concept**, collaborated with a team of six to create a shared GAP marketplace for seamless selling and merchandising across Gap Inc. brand portfolio.

TECHNICAL SKILLS

AI & Automation | MidJourney, Firefly, Speechify, ChatGPT, Claude, Runway ML, Deep AI
Project Management | Asana, Trello, Monday, Jira, Confluence, Smartsheets, Agile, Waterfall
Creative Software | Illustrator, Photoshop, InDesign, Figma, Canva, 3D Browzwear, Miro, Frame.io
CMS & E-Commerce | Shopify, Wordpress, Strapi, Wix, Contentful, Squarespace
Data Management | PLM, Salesforce, Zapier, QuickBooks, OneDrive, Box, Airtable
Web Development & Software | Basic HTML, Google Analytics, SDLC
Productivity | GSuite, Microsoft Office, Excel, Slack, Zoom, Teams, SharePoint

EDUCATION & CERTIFICATIONS

Certified Scrum Master | Scrum
Lean Six Sigma White | Six Sigma
Digital Technology Project Management Certificate | UC Berkeley Extension
Leadership Management Certificate | PIVOT
Graphic Design Web & Print Certificate | Sacramento City College
AA, Merchandising & Product Development | Fashion Institute of Design and Merchandising SF

Thanks for making it to the end. I bring broad cross-industry experience and see this role as a chance to grow and drive impact. I'm aligned on salary and requirements. Excited to connect!