

KRISTY SANTOS *→+

Creating & Leaving things better for people along the way.

ATHLETA PRIDE COMMUNITY CO-CREATION INITIATIVE | GAP INC. ATHLETA BRAND

Co-Creation innovation, Video, Product Design & Dev and Marketing Content

Link to Video: [Link to Video](#)

Brand: [Athleta](#)

PROJECT GOAL

The goal of this project was to create an inclusive, community-driven product for Athleta Pride that authentically engaged and amplified LGBTQ+ voices. By enrolling a broad community, including LGBTQ+ customers, Gap Inc. employees, and their friends and families, the initiative aimed to foster genuine participation in the co-creation of a customized Athleta product.

This product not only reflected the diverse identities and experiences of the community but also served a greater purpose: proceeds were donated to the Sports Safe Foundation, supporting inclusion and safety in athletics.

The project needed to be strategically planned and executed within a 3–4 month window, requiring tight coordination and alignment across teams and timelines. To deliver on this vision, the initiative included:

- Designing clear communication channels to engage internal teams and external communities
- Capturing creative assets and participant contributions from the field
- Coordinating a multi-channel engagement strategy to activate a broad and diverse audience
- Producing a compelling sizzle video to inspire and inform participants about the project's purpose
- Managing timelines, creative workflows, and approvals under a condensed schedule

The assets created through this effort were designed for use on the product itself, as well as in social content, marketing campaigns, and brand storytelling, ensuring the community's voice was reflected not just in the product, but throughout the entire campaign ecosystem.

This initiative exemplified how brand, product, and purpose can come together through thoughtful collaboration, shared storytelling, and meaningful community engagement.

MY ROLE | PROJECT MANAGER + PRODUCER

- **Owning the full project timeline**, ensuring on-time delivery across creative and production milestones
- **Facilitating collaboration** between cross-functional teams including brand, design, product, marketing, community, and executive stakeholders
- **Coordinating with community participants**, including employees, customers, and external partners, to capture authentic contributions and feedback
- **Overseeing the creative asset pipeline**, from concept boards to final deliverables across product, social, and marketing

- **Managing internal communications**, ensuring all team members were aligned on goals, deadlines, and approvals
- **Working closely with video lead** to brief, storyboard, develop, and finalize the sizzle video used to engage and inform participants
- **Tracking deliverables, risks, and dependencies**, proactively removing blockers and ensuring project health throughout the accelerated 3–4 month timeline
- **Reporting project progress to leadership**, keeping executive stakeholders informed and aligned

PROJECT RETROSPECTIVE

The project was a **resounding success**, delivering a powerful, community-driven product that authentically represented the LGBTQ+ voices it aimed to amplify. All participants expressed pride in being part of something larger than themselves, contributing not only to a meaningful design but also to a greater cause, with proceeds going to the Sports Safe Foundation.

Despite the ambitious scope and timeline, the project was **completed two weeks ahead of schedule**, thanks to clear communication, focused coordination, and strong cross-functional collaboration.

The initiative was **highly praised by leadership teams across Gap Inc.**, who commended its clarity, efficiency, and impact. The project stood out as a model of how inclusive, purpose-led product creation can be successfully executed at scale, driven by community, creativity, and collaboration.

PROJECT IMAGES & ARTIFACTS ↓



We are committed to: Inclusive message to product. LGBT Sports Safe donation

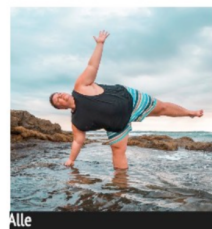
A mission we wholeheartedly support, fostering a culture of inclusion and equality for all in sports.



ATHLETA PRIDE 22 CREATIVE BRIEF

Community

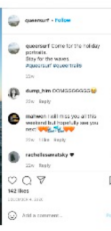
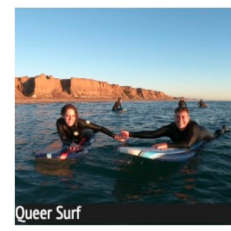
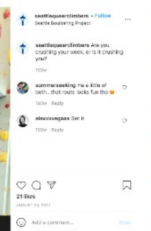
Yoga & Wellness



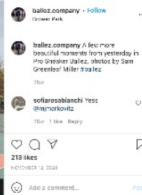
**Queer/ Trans/
Non-binary Yoga
for Kids**
Sunday, May 23
at 5 pm EST
Playful poses, queer affirming
community & friends
Transyogateacher.com



Outdoor



Dance



Youth



BELONGING

[illegible]