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.





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

ATHLETA PRIDE 22 CREATIVE BRIEF

Community

Yoga & Wellness









Outdoor























YOU + your Family. Handwrite your words. Upload your words.









		WHAT DOES PRIDE MEAN TO YOU? SU22 PRODUCT TIMELINES		
MEETING (WHITE)				
DELIVERABLE ACTION (GREY)				
PRIDE TIMELINES	DONE MEETING OR ACTION	OWNERAM PLAYERS	AGENGA OR ACTION	ATENDEES
5/17 PRIDE PRODUCT PIPELINE TB	X EBRU	PRODUCTION / SURFACE DESIGN	Design to share out SU22. Pride concept and timelines to Production, NOTE: This will be a late add, 1 s/o vessel, 2 s/o air.	DESIGN: Ebra/ Cindy/ Kristy PRODUCTION: Rebbeca Murphy / Caroline
5/18 PRIDE MERCH X DESIGN KICKOFF	EBRU	DESIGN / MERCH	Design to share out SU22 Pride Concept to LT Product Merch Team, Merch team to provide feedback, alignment and team resources needed to support project launch.	DESIGN: Ebru/ Cindy/ Kristy/ Bea / Casey/ Adam Merch: Guen/Amy/ Jas/ Em
5/20 CPC and GAP LT PRIDE SHARE OUT	AMY C	DESIGN / MERCH / E&B / CPC TEAM / GAP LT PRIDE	Design to share out SU22 Pride Concept to CPC and GAP LT PRIDE group.	DESIGN: Cindy/ Kristy/ Bea / Casey/ Adam
5/20 PRIDE LT PRODUCT X MARKETING X E&B KICK OFF x PR	EBRU	DESIGN / E&B / MARKETING / MERCH	Design to share our SU22 Pride Concept to LT Product, Marketing, Merch, E&B. CFT to provide feedback, alignment and team resources needed to support project launch.	DESIGN: Ehru/ Cindy/ Kristy/ Bea / Casey/ Adam
5/24 PRIDE TIMELINES KICK OFF LT PRODUCT X E&B X MARKETING	KRISTY SANTOS	DESIGN / E&B / MARKETING / MERCH	Kristy to share out product and project timelines to CFT. Identify key players and confirm Owners.	DESIGN: Ebra/ Cindy/ Kristy/ Bea / Casey/ Adam PRODUCTION: Rebbeca Murph
5/24 PRIDE SURVEY COLLABORATION	KRISTY / GUEN / AMY	KRISTY / E&B / MARKETING COPY & CAMPAIGN / MERCH / LE	Charpening up to discuss Survey Monkey format. Identifying ownership and trading lanes to finalize survey by 6/4 and deploy to Field/HQ. Amy or Gren to own finalizing.	DESIGN: Kristy MERCH: Guen E&B: Amy MARKETING: Junise Green
6/3 PRIDE SURVEY FINAL DRAFT SENT TO LEGAL.	KRISTY SANTOS	E&B, MARKETING, LEGAL, PR, DESIGN	Kristy to pass final draft of Survey Monkey copy to Legal: Karen Scarr and Will Piffelmacher, 2-3 day turn around	
6/8 PRIDE SURVEY BACK FROM LEGAL	KAREN SCARR	LEGAL	Karen Scarr to make updates to Survey by EOD 6/8 with legal copy	
69 PRIDE SURVEY FINALIZED	AMY C / WHITNEY / KRISTY	E&B, MARKETING, LEGAL, PR, DESIGN	Survey finalized by EOD 5pm and ready for rollout next day.	
6/4 SU22 ART PACKAGE RELEASE #2 FYI DATE ONLY	N/A	N/A	N/A	N/A
6/10 PRIDE SURVEY DEPLOYED TO HO AND FIELD	KRISTY (NATALIE / CRYSTAL)	E&B. MARKETING, LEGAL, PR. DESIGN	Kristy to own facilitating the delployment to Athleta HO and Field. Natalig to send to HO and Crystal Goss to send to Field Employees	
6/16 PRIDE SURVEY ENDS FROM HQ AND FIELD 8PM PST	N/A	N/A	Survey will end and assets will be collected the next day	N/A
6/17-6/18 - PRIDE ASSESTS DOWNLOADED TO MIRO	PAUL ADAMS	SURFACE DESIGN	Paul Adams to download all assets from Survey Monkey and post on Miro Board, Please star any where people wish to be a part of marketing.	
6/21-6/22 PRIDE COMMITTEE TO VOTE CPC LGBTO MEMEBERS	ADAM DAVIDSON	CPC TEAM LGBTQ	Adam Davidson: to own arragaing and holding voting. Open for two days. Pick top 40 designs / copy.	
6/23 ASSETS DOWNLOADED FROM MIRO	FRIN RICHE	SURFACE DESIGN	Surface team to download assets and start working on all over print. TBD Designer	
6/29 ARTWORK SHARE OUT TO DESIGN X MERCH	ERIN RICHE & CINDY HOWLED	T SURFACE DESIGN / MERCH	Cindy to share out finalized artwork to design and merch team. Teams to provide feedback and alignment.	DESIGN: Ehrn/ Cinds/ Krists/ Bea / Cases/ Adam / Alex MERCH: Amy / Guen/ 3
7/1 ARTWORK SHARE OUT TO LT PRODUCT X E&B X MARKETING	EBRU	SURFACE DESIGN / E&B / MERCH / MARKETING	Cindy to share out finalized artwork to LT Product, E&B, Marketing.	DESIGN: Ebru/ Cindy/ Kristy/ Bea / Casey/ Adam
7/7-7/12 PRIDE ART PACKAGE RELEASE	ERIN RICHE & KRISTY SANTOS	S SURFACE DESIGN	ERIN RICHE Surface team to send out production ready activork in repeat and scale singed off.	
KEY PLAYERS				
Ebru - VP Design				
Kristy Santos - Surface Design Senior Project Manager				
Cindy Howlett - Surface Design Director				
Brin Riche - Senior Surface Designer Contract working on design of print				
Paul Adams - Surface Technician working with downloading assets Adam Davidson - Director Accessories Pride Lead				
Amy Callaway - Senior Manager E&B				
Amy Callaway - Semor Manager ERB Guen Eckstein - DMM Mench				
Jaconeline Wink - Merch				
Karen Scarr - Legal				
Will Fiffelmacher - Legal				
Rebbeca Murphy - Surface Design Production				
Boxuone Lee - VP Creative Marketine				
Junise Greenspan - Senior Director Marketing Campaigns				
777 - Marketing COPY				
Whitney Standring-Trueblood - PR				
Crystal Goss - Store Ops Project Manager			+	