LinkedIn | Portfolio | Email
Bay Area, California
925.899.7009

KRISTY SANTOS

Designer-turned-operator building the teams and systems behind $235M in annual sales

CREATIVE OPERATIONS & PROJECT LEADER

Creative operations strategist with 10+ years leading teams and transforming workflows across design, production, and technology. I've supported $235M in annual product sales, generated $6.75M in revenue growth, scaled creative output 400%, reduced errors 26%, and achieved 95% on-time delivery. A designer by training, I build the systems that help creative teams thrive and scale.

CORE EXPERTISE

Creative Operations, Innovation & Production

Workflow, Process & Change Management

Creative Governance & Delivery

Project & Program Leadership

Resource, Capacity & Timeline Management

People Leadership, Coaching & Development

PROFESSIONAL EXPERIENCE

Founder & Creative Director - Independent Venture

Honeybeebunny | June 2023 – Current

Built a purpose-driven DTC apparel brand spanning 1,856 unique SKUs, 150 active products, and 5+ vendor partnerships, overseeing creative, merchandising, marketing, made-to-order fulfillment, and animal rescue giving.

Operations + Account Director - Interim

Revel Design Agency | May 2026 – July 2026

Led multi-channel creative programs from intake through delivery, managing $90K+ in budgets across 8+ client accounts and pitches, overseeing scope, schedules, resources, and production.

Influenced agency leadership to rethink project planning, then implemented centralized tracking across timelines, priorities and deliverables to improve visibility and delivery.

Digital Experience Project Manager

Propane Agency | May 2023 – November 2024

Executed concurrent enterprise digital programs, managing client relationships, SOWs, project scope, timelines, vendors, risks, and stakeholder alignment from intake through launch. Case Study

Directed an $835K enterprise digital project, owning budget, resources, and cross-functional team leadership across UX, Design, Engineering, Marketing, Content, Video, and 3D through launch. Case Study

Deployed AI-enabled workflow automation, reducing feedback cycles by 50% and driving 30–60% cost savings across future projects.

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Senior Creative Project + Operations Manager

Athleta, Gap Inc. | March 2018 – June 2022

Transformed the operating model for a creative department within Athleta, driving leadership adoption of centralized workflows, 5+ production pipelines, and stronger governance that reduced errors by 26%, accelerated delivery by 2–4 weeks, and achieved 95% on-time delivery. Case Study

Led 3 direct reports and managed 3 additional creatives, aligning 30+ global partners through resource planning, governance, prioritization, and operating rhythms that strengthened accountability and delivery.

Managed departmental innovation pipelines and brand collaborations, coordinating cross-functional planning, creative development, and production from concept through launch.

Partnered with the 3D team to test and operationalize digital product creation, developing and scaling workflows that increased adoption from 30% to 70–80% and reduced physical sampling costs by 50%.

Spearheaded operational planning for Athleta's 14-month global rebrand, building the roadmap, milestones, dependencies, workstreams, and cross-functional alignment for coordinated on-time execution. Case Study

Global Associate Art Director + Interim Design Director

Gap, Gap Inc. | February 2012 – May 2017

Directed and developed a global creative team of 10+, overseeing product development supporting $235M in annual sales and driving $6.75M in incremental revenue.

Scaled creative operations to support 400% output growth and 700% team expansion, optimizing resource allocation, creative reviews, approvals, and production of 800+ annual SKUs. Case Study

Product Designer

Old Navy, Mervyns, Welspun USA, Gymboree, Pottery Barn | 2003 – 2012

Drove product creation across the P2M lifecycle from design and merchandising through production, using sales data, trend analysis, and competitive insights to grow $25M–$175M categories and deliver record-breaking quarterly sales.

TECHNICAL SKILLS

Digital Product Creation + Collaboration | Miro, PLM, 3D Visualization, DAM, Figma, Adobe Creative Suite
Project + Business | Microsoft Suite, Google Suite, Jira, Asana, Monday, Smartsheet, Confluence, Airtable, Salesforce
AI + Automation | ChatGPT, Claude, Zapier, Firefly, Nano Banana, AI-Enabled Workflow Automation

EDUCATION & CERTIFICATIONS

AA, Fashion Design & Product Development | Fashion Institute of Design and Merchandising SF
Course Work, International Business | California State University, Sacramento
Certificate, Certified Scrum Master | Scrum Alliance
Certificate, Digital Technology Project Management | UC Berkeley Extension
Certificate, Graphic Design, Web & Print | Sacramento City College