

KRISTY SANTOS *→+

Creating & Leaving things better for people along the way.

WEBSITE REDESIGN & DEVELOPMENT | YES SF

Website Link: [Yes SF](#)

PROJECT GOAL

The redesigned Yes SF website aimed to raise awareness for the initiative's mission to revitalize downtown San Francisco through innovative, sustainable solutions. By featuring 14 Top Innovators and their transformative projects, the site was designed to inspire collaboration, attract donors, and position Yes SF as a global leader in advancing the UN's Sustainable Development Goal 11. The responsive platform includes engaging content, a community calendar, and educational resources—driving community involvement and strategic partnerships. A new CMS empowers the marketing team to easily update content and manage UX changes.

BUDGET & TIMELINE

- 35K
- 3 Months

MY ROLE | PROJECT MANAGER + ACCOUNT MANAGER + PRODUCER

As Project Manager, Account Manager and Producer I led all day-to-day operations and client relations for the Yes SF website redesign. I managed end-to-end project delivery, including:

- Leading all client communications and weekly check-ins
- Facilitating daily internal standups with cross-functional teams
- Creating and maintaining project timelines, budgets, and change orders
- Managing scope, deliverables, and resource allocation
- Writing up creative briefs for vendors
- Capturing website requirements, features and functionality for current and future launches
- Overseeing documentation, meeting notes, and status reporting
- Tracking milestones and ensuring on-time delivery
- Coordinating between client stakeholders, internal teams, and third-party vendors
- Proactively identifying risks and resolving blockers to keep the project on track
- Acting as the main point of contact, ensuring alignment across creative, development, and strategy
- CMS Training
- Q/A features and functionality

My dual role ensured a smooth workflow, consistent communication, and seamless collaboration, ultimately delivering the project on time, on budget, and with high client satisfaction.

PROPANE PROJECT TEAM

CXO, Project Manager, Creative Director, Senior UX Designer, Senior UI Designer, Graphic & Production Designer, Senior Developer, Junior Developer

CLIENT PROJECT TEAM

CEO, Marketing Director, Director of Marketing & Events, Digital Marketing Manager, Deloitte Brand Creative Team

PROJECT HIGHLIGHTS

- Digital experience strategy & roadmapping
- Website brand audit & creative direction
- UX/UI design and content development (copy + imagery)
- Responsive front-end and back-end development
- Webflow CMS implementation

PROJECT OVERVIEW

At Propane Agency, I led a \$35K, three-month project to rebrand and relaunch the Yes SF website using a Wagile approach with two staged releases. Built on Webflow, leveraging a combination of custom dev and templates, the responsive site was developed in collaboration with Propane’s internal team, client stakeholders, external vendors, and contractors. I managed the project end-to-end, from kickoff and creative direction to UX/UI design, development coordination, and final delivery.

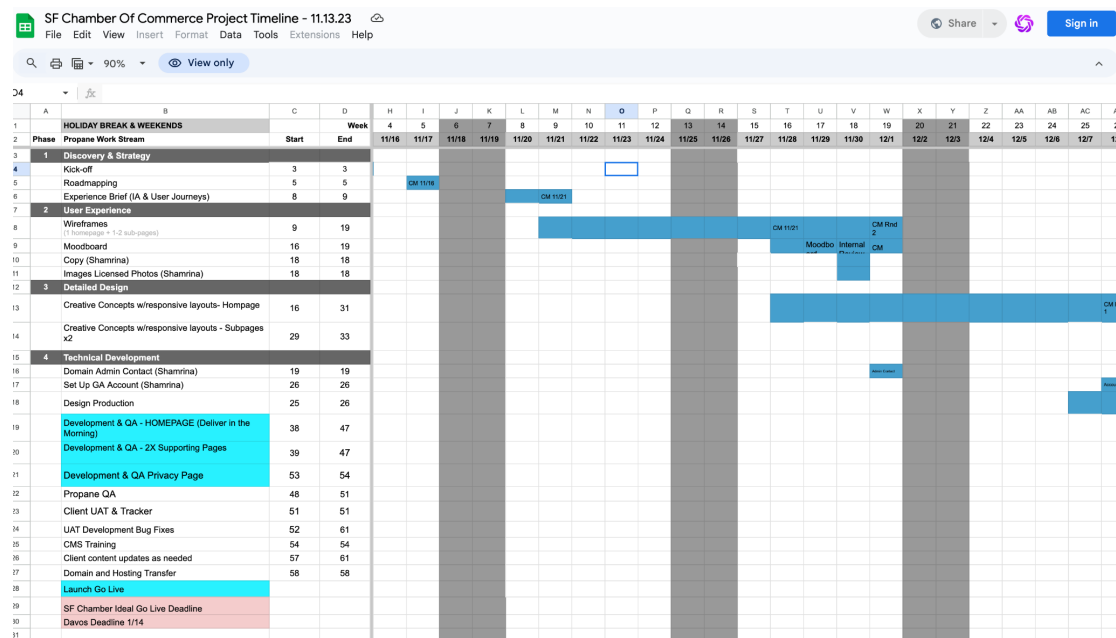
PROJECT OUTCOME

The site launched ahead of schedule to align with its showcase at the Davos Sustainability Conference during the World Economic Forum. Delivered on budget and aligned with client objectives, the project demonstrated strong collaboration under tight deadlines and exceeded expectations across functionality, strategy, and execution.

PROJECT RETROSPECTIVE

Both teams identified a key improvement area: Better early-stage communication. The project’s urgency wasn’t fully conveyed at the outset, leading to initial misalignment. Additionally, while a RACI matrix was defined, it didn’t account for unexpected feedback needs from Deloitte, resulting in extra revision loops. A clearer timeline-aligned workflow and decision-making process from the start would have reduced rework and ensured smoother execution.

PROJECT TIMELINE AND SAMPLE IMAGERY FROM WEBSITE



IT'S TIME TO SAY
Yes to SF

A collective journey towards urban transformation and sustainability.

SUPPORTING SUSTAINABLE INNOVATORS

URBAN SUSTAINABILITY CHALLENGE

The challenge calls for impactful solutions that are viable, are scalable and advance sustainability in San Francisco.

2025 applications are closed - stay tuned for our new cohort announcement.

[MEET OUR INNOVATORS](#)

SUSTAINABLE INNOVATORS NETWORK

The Network is an Initiative of Yes SF run by the San Francisco Chamber of Commerce that assists local startups at any stage to deploy sustainable solutions in San Francisco.

Applications accepted on a rolling basis. Learn more below.

[APPLY TO JOIN](#)

COMMUNITY COWORKING SPACE

Join us at the Yes SF Headquarters and become part of a dynamic community dedicated to shaping a sustainable future.

Book one of our coworking desks or conference room below.

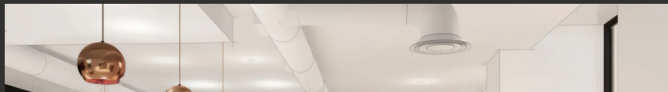
[RESERVE A DESK](#)

MEET THE 2ND COHORT OF TOP INNOVATORS!

Winners were announced on April 22nd, during San Francisco Climate Week.

[MEET THE TOP INNOVATORS](#)

YesSF Headquarters



Our new Yes SF Headquarters is officially open! If you are interested in hosting an event with us, please [click here](#).

Our vibrant space is designed to foster collaboration within the sustainability community. Dive into a variety of events, from speaker panels to interactive workshops, exploring sustainability topics like renewable energy, green cities, water conservation, and more.

Our private coworking spaces are crafted to boost productivity and creativity, offering communal seating, eight hot desks, and a conference room (all with lightning-fast internet!) If you'd like to sign up to reserve a desk or access to our conference room space, please [click here](#).

Join us at Yes SF Headquarters and become part of a dynamic community dedicated to shaping the future of sustainability. We can't wait to welcome you!

SUBSCRIBE

YesSF Newsletter

Sign up!

Name*

e.g. John Doe

Email*

e.g. j.doe@email.com

SUBMIT

*Required

YesSF Events

Upcoming Events

Subscribe to our newsletter to receive updates and event invites.

SUBSCRIBE



December 9, 2024

Celebrating Small



December 5, 2024

San Francisco Public



November 20, 2024

City Hall Check-In



November 7, 2024

2024 Election Recap

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<https://www.yessf.org>