

KRISTY SANTOS *→+

Building the systems that help creative teams do extraordinary work

CREATIVE PROJECT MANAGEMENT + OPERATIONS

I believe the best creative work happens when great ideas are supported by thoughtful execution. With a foundation in design and 10+ years leading creative projects and operations, I build better ways of working, inspire teams, and move ideas from concept to launch. My experience spans Fortune 500 companies and fast-moving agencies across physical products, digital experiences, and technology. Along the way, I've supported \$235M in product launches, driven \$6.75M in revenue growth, scaled creative output 400%, and led operational change that improved adoption, accelerated delivery, and transformed how teams work. [Portfolio](#)

CORE EXPERTISE

Creative Studio Operations & Production

Creative Intake, Trafficking & Approvals

Workflow, Process & Change Management

Project & Program Management

Resource, Capacity & Timeline Management

Cross-Functional Leadership & Facilitation

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

Creative Ops + Account Director | Interim

[Revel Design Agency](#) | May 2026 - July 2026 | 3m

Led multi-channel creative programs from intake through delivery, managing scope, budgets, schedules, and resources across print, packaging, experiential, digital, and social.

Implemented a project tracker for a multi-channel marketing campaign, centralizing timelines, priorities, dependencies, deliverables, and outstanding actions to restore project visibility and get delivery back on track.

Modernized an agency-wide workload and project tracking system, centralizing schedules, priorities, outstanding actions, and team capacity to improve leadership visibility, resource planning, prioritization, and delivery across concurrent projects.

e-Commerce Founder + Head of Brand Creative + Operations

[Honeybeebunny](#) | June 2023 - Current | 3y 1m

Shaped a DTC apparel brand from the ground up, leading brand strategy, creative direction, merchandising, marketing, vendor partnerships, and end-to-end product execution.

Digital Project Manager & Producer

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

Executed concurrent enterprise digital programs from discovery through launch, owning client relationships, SOWs, scope, budgets, schedules, resources, vendors, risk, and cross-functional delivery.

Delivered an \$875K enterprise digital experience by leading cross-functional creative production across UX, Design, Engineering, Marketing, Content, Video, and 3D teams from concept to MVP launch.

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

Senior Creative Project & Operations Manager

Athleta, Gap Inc. | March 2018 - June 2022 | 4y 3m

Diagnosed and redesigned an outdated creative operating model, leading cross-functional interviews and workflow audits to identify gaps across intake, reviews, resourcing, production, ownership, and tooling.

Built scalable creative operations infrastructure, establishing briefs, workbacks, milestones, decision rights, resource trafficking, asset tracking, file governance, budget controls, and centralized PM tools.

Established project governance across 30+ global partners, introducing operating rhythms, ownership, status reporting, risk management, and cross-functional planning to improve visibility, accountability, and trust.

Reengineered concept-to-consumer workflows and production standards, creating SOPs and modernizing reviews, approvals, documentation, and handoffs; reduced errors by 26%, accelerated delivery 2–4 weeks, and achieved 95% on-time delivery.

Overhauled creative development and adoption, reducing overdevelopment and implementing 3D visualization technology; increased adoption from 30% to 70–80% and reduced sampling costs by 50%.

Spearheaded operational planning for Athleta's 14-month global rebrand, building the roadmap, governance, milestones, dependencies, and cross-functional alignment for seamless execution.

Global Associate Art Director

Gap, Gap Inc. | February 2012 - May 2017 | 5y 3m

Directed a global creative organization supporting \$235M in annual product sales, overseeing creative direction, team development, resource planning, and production across a high-volume product portfolio.

Managed the end-to-end print production for 800+ annual assets, leading a team of 10+ designers and freelancers across concept, planning, creative reviews, vendor management, and production execution.

Scaled the creative organization to support 400% output growth and 700% team expansion while maintaining quality and driving \$6.75M in incremental revenue.

TECHNICAL SKILLS

Project Management | Asana, Jira, Monday, Smartsheets, Trello, Confluence, Miro, Agile, Waterfall, Sprint Planning

Business Systems | Microsoft Office, Excel, Google Suite, Salesforce, QuickBooks, Airtable, Slack, Otter, PowerPoint

AI & Automation | ChatGPT, Claude, Zapier, Firefly, AI-Enabled Workflow Automation

Creative | Illustrator, Photoshop, InDesign, Frame, Figma, 3D, Motion, Illustration, Photography, CMYK, RGB, Spot Color

Production Outputs | Print, Web & Apps, Video, CPG, Social, Email, Packaging, Signage, Events, Physical Products

EDUCATION & CERTIFICATIONS

Certified Scrum Master | Scrum

Lean Six Sigma White Belt | Six Sigma

Digital Technology Project Management Certificate | UC Berkeley Extension

Graphic Design Web & Print | Sacramento City College

AA, Product Development | Fashion Institute of Design and Merchandising SF