

KRISTY SANTOS

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Global Art Director

Inspirational and innovative global graphic textile designer with over 14+ years of experience driving visionary creative direction and brand value for high-profile companies. Motivational leader able to align cross-functional teams, elevating trend forward products, grounded in the ideation that progress comes from change and adaptation to customer needs.

DESIGN

- Creative Direction Strategy
- Apparel & Home Design
- Graphic Textile Design
- Technical Execution
- Color Theory

LEADERSHIP

- Strategic Planning & Analysis
- Leading & Developing Teams
- Global Business Acumen
- Project Management
- Innovative Processes

MARKETING

- Market / Trend Forecasting
- Key Business Metrics
- Merchandising/ Product Development
- High-Impact Presentations
- Test and Response Methodologies

Professional Experience

Independent Design Consultant, San Francisco, California

August 2017 - Current

Fulltime product designer and textile/graphic visionary. Commissioned to set creative direction, prepare trend forecasts, execute on timelines, design graphics/textile stories, with production/technical execution. Expertise in color stories, textile/graphic mediums, design, ideation, sketching and assortment merchandising for apparel and home good industries. Current clients include Mary Frances, Old Navy Women's, Pottery Barn Teen and Athleta Women's.

Gap, Inc., San Francisco, California

2012 - 2017

Global Associate Art Director (Kid and Baby Gap), 2016 - 2017

Directed, trained and empowered a team of 10+ artists and 1 direct report. Efficiently managing and coordinating textile and graphic design production from concept through completion while facilitating creative direction for 7 children's departments. Developed and implemented short- and long-term strategic vision, against seasonal road maps, for the Kid and Baby brand, driving \$250M+ annually in retail sales. Oversaw product creation from execution of detail, color, form, style to printing and artwork application. Ensured adherence to creation processes for on-time and cost friendly project delivery.

KEY ACHIEVEMENTS:

- Served as interim Apparel Design Director for 6 months. Collaborated with multiple cross-functional partners, setting creative direction, managing the continued strategic vision and market growth of kid and baby departments with 450M+ in retail sales.
- Drove collaborative efforts between merchandising and design teams to promote performance growth within graphic knits; decreased costing by 5% while increasing positive comp sales for 9 consecutive quarters.
- Liaised with leadership to create and implement an improved shortened global pipe-line process; delivered products to market swifter, while simplifying workflow.
- Prepared trend forecasts, supported consumer research testing, analyzed feedback, and launched diverse and empowering department graphics/textiles ahead of market popularity.
- Spearheaded creative vision with Executive Design and Management teams to successfully complete strategic graphics re-branding for Gap Outlet's full portfolio.

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Global Senior Graphic Designer (Kid and Baby Gap), 2012 - 2016

Managed creative art team of 11+ freelancers and 1 direct report. Responsible for the growth and progression of the Graphic Design Department with annual business retail sales of \$170M+. Led conceptualization and creative direction for all graphic categories within the Kid and Baby Gap departments. Reviewed emerging international and domestic trends and identified areas for market expansion; delivered high-impact presentations to senior management ideating progressive artwork and concept direction. Managed project calendars to ensure key dates and business needs were met. Traveled internationally and domestically for co-creating designs, completing market trend research, attending print shows, and facilitating quick go-to-market seasonal product delivery.

KEY ACHIEVEMENTS:

- Directed re-structuring of Kids' Graphic Design department; recruited, trained, and supported over 12 innovative designers and artist as well as cultivated new partnerships and contracts with print studios.
- Adopted additional projects to portfolio; served as creative director for Newborn Essentials as well as creative consultant for girls' textiles.
- Created consumer insight reports, leveraging information to conceptualize and establish an improved and elevated aesthetic for Graphics department; increased sales within a diverse and competitive market.
- Challenged by CEO to develop a new retail market concept; collaborated with team of 6, creating a store-to-store shared GAP marketplace for seamlessly selling, merchandising, and promoting goods.

Welspun USA / American Pacific Enterprises, San Francisco, California

2008 - 2011

Textile Bedding Designer

Collaborated with Senior Design teams to develop trend concepts, silhouettes, textiles and color stories for soft goods and accessories. Leveraged experience and specialization in textile and bedding design creation for women, men, and teen. Worked closely with manufactures and suppliers on the development of goods and trims. Compiled consumer and competitive insights to formulate creative direction, cost and manufacturing/production strategies.

KEY ACHIEVEMENTS:

- Pitched concepts for new accounts and maintained existing ones; focused on sourcing and developing new cost-achievable fabrics, prints, and details for projects.
- Trained and mentored associate graphic and textile design teams in San Francisco and New York in career road maps, design processes, programs and trend.
- Recruited to support and sustain company growth after acquisition to ensure continued profitability and success of licensed accounts.

Additional experience as a Textile Graphic and Apparel Designer, Mervyn's & Gymboree from 2004 – 2007.

Freelance experience as a Textile and Graphic Designer, Gap from 2011 – 2012

Intern experience as an executive stylist from 2003-2004

Education / Training

Associate of Arts in Fashion Design, Product Development

Fashion Institute of Design and Merchandising – San Francisco, California

Certificate Management Program – PIVOT Gap, Inc.

Graphic Design Certification - Sacramento City College – Sacramento, California

Courses in International Business at Sacramento State

Technical Proficiencies

Adobe Creative Suite | Ned Graphics | Microsoft Project | MS Office Suite (Word, Excel, Access, PowerPoint, Outlook)