# KRISTIN SINCLAIR

I build brands, unite teams, and meet challenges head-on with empathy, humor, and thoughtful creative ideas.

### **!!!** EXPERIENCE

# DESIGN DIRECTOR

JUN 2023 - PRESENT

BALTIMORE, MD

**HEALTH + FITNESS** 

B2C

E-COMMERCE

Implemented strategic branding and UX/UI direction for all channels, enhancing consistency. Improved email communications and marketing with content templates for re-usability. Managed creative direction for the Lindywell app, ensuring brand alignment.

#### Designed an evergreen campaign (Pilates for Beginners initiative) in one month



- Integrated app components into marketing communications.
- · Simplified trial sign-up process.
- Developed: (2) landing pages, (16) emails, (12) sets of digital ads

#### Successfully launched a new version of Lindywell app in first 6 months



- · Enhanced accessibility features.
- · Added new breathwork section.
- Selected key visuals and content for brand representation.

# MANAGER OF VISUAL DESIGN

CYBER SECURITY

B2B

Led the Visual Design team in implementing the marketing organization's brand and design system, directed efforts for website updates, sales/marketing, and product launches while enhancing cross-departmental communication.

#### Product launch: PingOne Neo



- Designed and implemented all landing pages for product launch.
- · Conceptualized interactive ideas for launch support across events and digital channels.

#### Creative direction for the 2023 Sales Kick-off



- Mentored team in presenting creative concepts to stakeholders.
- Implemented selected branding across various integrated marketing materials.
- Coordinated and developed multi-slide presentation deck for multiple presenters.

# AVO

# STRATEGY & EXPERIENCE DESIGN LEAD

JAN 2021 - NOV 2022

- O DENVER, CO
- O BALTIMORE, MD

E-COMMERCE

B2C

CE

IoT

B2B

Established and led a specialized team for strategy and design, fostering seamless collaboration between agency and high-value clients. Implemented innovative processes to enhance creative productivity in a hybrid agile environment, which led to immersive interactive experiences.

# Created a profitable yearly digital marketing strategy for a CE client



- Expanded digital strategy to boost product sales and subscription adaptation.
- Developed marketing copy and design for all key marketing campaigns.

#### UX/UI of key brand pages across CE client websites



- Simplified and updated the information arcitecture for better user experience.
- Developed a sales upgrade solution to attach security subscriptions to product sales.
- Crafted content strategy, responsive visual design for new product and education technology webpages.
- Enhanced Figma workflow efficiencies and developed a SOP for development handoff.

#### TTEC

# **GLOBAL ART** DIRECTOR

NOV 2019 - JAN 2021

O DENVER, CO

CUSTOMER EXPERIENCE (CX)

Led a global team in marketing content creation, supporting a agile workflow efficiency, and enhancing creative output. Collaborated with video and web development teams for consistent messaging and interactive experiences.

#### Implemented design operations improvements and resource alignments



- · Created a capacity calculator to enhance team workflow and productivity, achieving a 95% completion rate of planned work within three sprints.
- · Led the transition of project management systems by presenting a compelling business case supported by UX research, competitive analysis, and team workflow assessment.
- Successfully executed the migration plan, resulting in the adoption of the new system in January 2021.

#### Creative direction and branding for the 2020 Sales Kick-off



- · Designed and launched a dynamic 250-slide interactive presentation for multiple speakers.
- Ran onsite production of the live event.

#### SOUND UNITED

# SR. GLOBAL DIRECTOR OF **BRAND DESIGN**

APR 2017 - MAY 2019 O VISTA, CA

# DIRECTOR OF **BRAND DESIGN**

MAR 2015 - APR 2017 O VISTA, CA

# SR. GRAPHIC DESIGNER

JUN 2013 - MAR 2015

- O BALTIMORE, MD
- VISTA, CA

HI-FIDELITY AUDIO

E-COMMERCE IoT

B2C

B2B

CE

Globally oversaw 13 employees across three teams: Content, Brand Design, and Photo/Video, which were built within nine months. Led collaborative meetings with cross-functional teams, managing all external resources and monitoring processes. Actively developed new procedures as needed, including managing the RFP process for agency selection and directing the creative re-branding efforts for Denon and Marantz. Clients include; Polk Audio, Definitive Technology, Denon, Marantz, Heos, Classé, and Boston Acoustics.

#### Lead creative director in the following initiatives



- Managed packaging collaboration with the Japan team for Denon and Marantz.
- · Spearheaded development of the inaugural NADC trade show.
- Organized 2018 press event and launch of the Polk Command Bar featuring Amazon Alexa.

#### Key contributor in product and event launches



- · Launched BP9000 Series for Definitive Technology.
- · Designed and oversaw packaging engineering for Polk Striker Pro gaming headsets, while creating integrated marketing materials for print and digital platforms.
- Designed trade show booths for CEDIA, CES, and E3 from 2014 to 2019. Developed style guides for Polk Audio, Definitive Technology, and Sound United in 2016.
- Implemented new Polk BOOM site, including Swimmer Duo and Swimmer Jr. launch in 2016.
- · Led website redesign for Polk Audio and Definitive Technology in 2016, overseeing content updates for 700+ SKUs (~350 per brand).

## 19+ YEARS





# **GUEST LECTURER**

UMBC- 2020 - 2022

Business Basics of Design and Development Software Engineering CMSC 447

O BALTIMORE, MD

### COMMUNICATIONS DIRECTOR

AIGA BALTIMORE - JUL 2009 - JAN 2013 BALTIMORE, MD

# PRO BONO CONSULTANT

TAPROOT FOUNDATION - JUL 2011 - JAN 2013

**(9)** WASHINGTON D.C.



## **GRADUATE**

MARYLAND INSTITUTE COLLEGE OF ART
MAY 2021

Masters of Professional Studies - UX Design

# **UNDERGRADUATE**

TOWSON UNIVERSITY

**DEC 2005** 

Bachelor of Science - Visual Communication

#### SKILLS

#### Leadership

- · Creative Direction
- Leadership Skills (Empathetic & Adaptive, Mentorship, Team Building)

#### Strategy and Planning

- · Design Strategy
- Brand & Content Strategy
- Product Launch Initiatives
- Cross-Functional Process Creation
- · Team Workshop Facilitation

#### User Experience (UX) Research and Design

- Qualitative + Quantitative Research
- · Interaction Design
- User Flows + Journey Mapping
- User Interface Design
- · Information Architecture
- Wireframing
- Prototyping

#### **Design and Branding**

- Art Direction
- · Visual Design
- Branding
- Design System Creation
- Packaging Design
- Illustration
- · Video Production
- · Exhibit Design

#### TOOLBOX

# Visual Design, Wireframing, Prototyping, and Dev:

- Figma + FigJam
- Abobe CC
- Sketch
- InVision
- Whimsical
- Webflow
- Wordpress

# Presentation and Digital Marketing:

- Keynote
- Power Point
- MailChimp
- HubSpot

## Collaboration and Project Management:

- Loom
- Slack
- Discord
- Teams
- MiroWrike
- Jira
- Asana
- Airtable
- Gsuite
- Excel
- Agile Framework (Lean/Kanban/

Scrum)