

KRISTIN SINCLAIR

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

EXPERIENCE

LINDYWELL

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.

PING IDENTITY

MANAGER OF VISUAL DESIGN

OCT 2022 - MAY 2023

BALTIMORE, MD

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

DENVER, CO

BALTIMORE, MD

E-COMMERCE

CE

IoT

B2C

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 architecture 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.

SAY HELLO

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TTEC

GLOBAL ART DIRECTOR

NOV 2019 - JAN 2021

DENVER, CO

CUSTOMER EXPERIENCE (CX)

B2B

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

VISTA, CA

DIRECTOR OF BRAND DESIGN

MAR 2015 - APR 2017

VISTA, CA

SR. GRAPHIC DESIGNER

JUN 2013 - MAR 2015

BALTIMORE, MD

VISTA, CA

HI-FIDELITY AUDIO

E-COMMERCE

CE

IoT

B2C

B2B

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

8 LEADERSHIP | 4 STRATEGY | 7 DESIGN

COMMUNITY ENGAGEMENT

GUEST LECTURER

UMBC- 2020 - 2022

Business Basics of Design and Development
Software Engineering CMSC 447

📍 BALTIMORE, MD

COMMUNICATIONS DIRECTOR

AIGA BALTIMORE - JUL 2009 - JAN 2013

📍 BALTIMORE, MD

PRO BONO CONSULTANT

TAPROOT FOUNDATION - JUL 2011 - JAN 2013

📍 WASHINGTON D.C.

EDUCATION

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
- Adobe CC
- Sketch
- InVision
- Whimsical
- Webflow
- Wordpress

Collaboration and Project Management:

- Loom
- Slack
- Discord
- Teams
- Miro
- Wrike
- Jira

Presentation and Digital Marketing:

- Keynote
- Power Point
- MailChimp
- HubSpot

- Asana
- Airtable
- Gsuite
- Excel
- Agile Framework (Lean/Kanban/Scrum)

SAY HELLO ▼

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