

KRISTEN BJAASTAD

CREATIVE DESIGN DIRECTION

London | UK

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Profile

Award winning design specialist with 10+ years in the field of brand development, UX design and marketing creative. Team leader with experience recruiting and mentoring design talent, building teams to meet business need. An experienced practitioner with 'hands on' skills to pitch in when needed. Extensive experience working in collaboration with technology teams ensuring correct design implementation. Practitioner and advocate for user-centred design methodology within the enterprise.

Creative Expertise

- Creative direction
- Brand design and development
- UX UI Design
- Social Creative
- Ecommerce design strategy
- Motion design direction
- Social creative
- Film & video direction
- DR & CRM creative strategy

People Skills

- Creative team management
- Recruitment and team building
- Stakeholder management up to C-Suite
- Presentation skills
- Workshop and ideation leadership
- Agile Scrum experience
- Project planning
- Design workflow management

Toolkit

Adobe Creative Suite including video editing software and Aftereffects for motion design and compositing, Sketch, InVision for wireframing and prototyping, Powerpoint and Keynote for presentation design, Webflow for web design

Professional Experience

TUI | Creative Lead | 2015 - to present date

Creative Lead for a multi-discipline in-house design team working across all marketing platforms

Role responsibilities:

- Partner with marketing and digital brand to ensure consistent customer experience
- Design governance for all marketing collateral including web, retail and print
- Collaborate with TUI's agencies to deliver campaign creative that works across all channels
- Drive design strategy across all platforms including DR, CRM, Web and Print
- Practitioner and advocate for user-centred design methodology within the enterprise
- Manage, mentor and recruit design talent for the in-house creative team

Professional Experience continued...

Sky Creative Agency | Digital Art Director | 2006 – '14

Digital Art Director for Sky's in-house Creative Agency producing interactive projects for online, product and mobile design Including advertising campaigns and social media creative.

Role responsibilities:

- UX design: projects include Sky Guide, iTV products, web and social creative
- Director for video and photography including directing shoots for TV Idents and promos
- Commissioner of copywriters, illustrators, composers and developers
- Design governance of agency creative and product design
- Experienced as an embedded Agile scrum team member
- Manage and mentor junior talent

Sky News | Design Director | 2001 – '05

Design Director for the Sky News Graphics team, a multi-discipline and fast-moving creative department of 25 designers. Responsible for managing relationships between news editorial, Sky News directors and the creative team. Work encompassed daily graphic output and major headline projects such as general elections, war coverage and channel branding.

Projects include:

- Sky News Iraq War Coverage
- Sky News Channel Brand Identity
- Sky News Weather System
- Ch 5 News Channel Branding

Education and Training

Certificate in HMTL CSS - West London College

MFA Video Art - The School of the Art Institute of Chicago

BFA Fine Arts - Carnegie Mellon University, Pittsburgh USA

Awards

- 2014 Media Week Awards: #Watch on Sky (Twitter Remote Record)
- 2013 Promax UK Awards; Channel Identity Silver: Sky Arts
- 2012 Promax UK Awards; Channel Identity bronze: Sky Arts
- 2005 Promax Global Awards Gold medal: Sky News Ident
- Promax Global Awards; Information design gold: Sky News US Election coverage
- Promax Global Awards; Information design silver: Sky News Beijing F1
- Promax Global Awards; Information design bronze: Sky News Local UK Elections
- 2001 New York TV Festival 2001: Best Channel Identity; Sky News Active
- 2000 Promax Global Award for Virtual Reality Set Design; Sky News Budget

References available upon request