

# KRYSTLE CHRISTENSEN

I don't chase trends—I build what's next with AI and creative vision

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A creative leader with an entrepreneurial edge, I blend data, AI-powered design, and human-centered thinking to build digital brand experiences that spark connection and drive results. From launching standout campaigns to shaping full-scale brand systems, I craft digital storytelling that doesn't just follow trends—it sets them. My approach combines bold visual direction with smart, scalable creative operations, using generative tools and collaborative workflows to bring ideas to life with precision and impact. As a self-aware and approachable leader, I lead as a hands-on creative—delivering high-quality work on time while cultivating an environment where teams feel supported, challenged, and empowered to be bold.

## PROFESSIONAL EXPERIENCE

### HOLY CROP CREATIVE

2006-Present

An agency focused on connecting your Brand to your Customers.

#### Founder, Lead Brand Designer, Brand Strategist, UX/CX Consultant

Executed brand projects for small to medium businesses, looking to create a brand or level up and refine their existing brand. Created competitive brandscapes and strategies to help companies gain market share and reach their business goals. Using data and insights; I build evaluation of flows, create journey maps, and prototype recommended improvements and testing plans.

### BSG (BREWERS SUPPLY GROUP) & RAHR CORPORATION

Aug 2021 - May 2023

Agriculture products, distribution for brewing and services; 500 employees; \$800M annual revenue

#### Senior Director, Marketing and Brand

Jul 2022 - May 2023

**Spearheaded a rapid marketing transformation.** Executed digital marketing & brand strategy with channel plan. Refined the volume of channels based on data, built new channels, established and exceeded KPIs and managed budgets.

**Implemented marketing operations,** which helped the company regain \$200k+ in revenue. Including renegotiating contracts, vendor management, task ticketing system, capacity planning and new marcom technology.

#### Senior Director, Brand and Creative

Aug 2021 - Jul 2022

**Generated a competitive brandscape** based on market research and customer interviews to help regain industry foothold. Developed multi-year strategic plans for brand, marketing and social media with success metrics and reporting.

**Executed a rebrand of the BSG family of brands** in six months, to align with our flagship event of the year. The project encompassed new logos, comprehensive written and visual brand guidelines, marketing assets, new tradeshow properties, and branded swag. Additionally, developed the Rahr 175-year anniversary brand, ensuring a cohesive and impactful brand presence. Established and expanded the CanCraft brand identity, by building brand guides, a new website and campaigns that drove 360 leads and \$7.5M in new revenue (Jan-May 2022).

**Enhanced collaboration between Marketing and Sales** by streamlining operations. Established clear communication channels, a structured request process, data reporting systems, and centralized portals to ensure seamless brand adaptation with minimal friction. This process was later adopted company-wide for greater efficiency and consistency.

## WHAT I KNOW

### Brand Identity & Strategy

Scalable, insight-driven brand systems that connect and convert

### Creative Direction

Leading strategic storytelling across channels and formats

### Digital & Immersive UX/CX

Designing seamless, intuitive experiences across digital and physical touchpoints

### Creative Operations & AI Optimization

Streamlining workflows and scaling output with AI-enhanced systems

### Team Leadership & Mentorship

Building strong, high-performing creative teams through clarity and trusts

### Creative AI

Using generative tools to elevate ideation, design, and delivery

### Content Production Leadership

Directing brand-aligned photo and video that drives engagement

### Performance Marketing Strategy

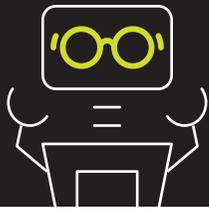
Linking creative to growth through conversion-focused campaigns

### Thought Leadership & Industry Influence

Shaping the future of brand and experience through innovation and insight

### Teaching & Creative Education

Mentoring emerging talent through hands-on learning and thought exchange



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## ASTOUND DIGITAL (NEW YORK AND SAN FRANCISCO)

Feb 2021 - Aug 2021

An award-winning digital commerce agency; 1,300 employees; driving \$10B in revenue.

### Senior Director, UX/CX

Led teams and clients through acquisition and integration, ensuring seamless transitions, sustained revenue growth, and open communication.

Designed and led the creation of digital experiences for top global brands in consumer goods, healthcare, and services, using heuristic evaluations to shape intuitive journey maps.

## MARKETFORCE, INC.

Jan 2019 - Feb 2021

Global cloud SaaS ecommerce solutions and digital agency; 2,250 employees; \$500M revenue

### Senior Director, Global Creative and UX

Managed 20+ direct reports across 5 global offices. Executed staffing and resource capacity planning to align with business goals.

Developed a 5 year strategic plan to launch Creative & UX / CX offerings, secured Executive buy-in, and built comprehensive frameworks from the ground up to execute and surpass growth objectives.

Led the brand development for MarketForce to support its acquisition, creating logos, full-scale brand guidelines, marketing assets, pitch decks, and a website.

Generated a multiple offers agency acquisition, by building a UX / CX client offering, staffing and mentoring a groundbreaking UX / CX team and selling \$900k+ in pipeline.

## PREVIOUS RELEVANT EXPERIENCE

### DIGITAL RIVER, INC.

Apr 2011 - Jan 2019

Senior Global Creative Director (Jan 2018 - Jan 2019)

Creative Director (Nov 2015 - Jan 2018)

Senior Creative Manager (Feb 2015 - Nov 2015)

Senior Graphic Designer (Apr 2011 - Feb 2015)

### BOSCH SECURITY AND SAFETY SYSTEMS (PRO AUDIO)

Aug 2007 - Apr 2011

## EDUCATION AND AWARDS

Bachelor Degree in Graphic Design (2007) - The Art Institute International

Certification in Branding, Generative AI Design and written (March 2025) - BrainCo

Certification Social Media (Aug 2025) - BrainCo

Awarded 'Catalyst of Change' - BSG and Rahr | 'Highest Performer' and President's Club - MarketForce

## VOLUNTEER, BOARD AND TEACHING ROLES

Lead, Marketing and Communications (Mar 2024 - current) - Minnesota Companion Rabbit Society

Board, Program Director (2025 - 2026) - User Experience Professional Assoc (UXPAMN)

Adjunct Professor (Summer 2025) - Computer Design Class (BrainCo)

## ACCOLADES

Rebuilt and led global brand strategy across tech and healthcare sectors—owning everything from competitive analysis and creative direction to customer insight and long-term brand stewardship.

Scaled creative operations and recovered \$200K+ by optimizing vendor contracts, implementing AI tools, and building smarter workflows that improved team efficiency and output.

Launched a UX/CX practice that drove \$900K+ in pipeline and positioned the agency for acquisition—while mentoring a cross-functional team of top talent.

Transformed creative teams into high-performing, AI-assisted engines—leading brand, content, and experience strategy across campaigns, video, design systems, and digital platforms.

## CLIENTS

Bosch ▪ Sony Mobile ▪ Logitech  
Fortinet ▪ Omron Healthcare  
DeLonghi ▪ Nespresso ▪ Blizzard  
Rockstar Games ▪ Wagner

## INDUSTRIES

ProAudio ▪ Technology ▪ Gaming  
Healthcare ▪ Food & Beverage

## TOOLS

Figma ▪ Adobe Creative Suite  
Atlassian Stack ▪ Microsoft Office  
PM & Communication Tools