



Kristen Castells.

WORK EXPERIENCE

AI ADVISORY PRACTICE LEAD March 2024 - Present
CGI

- Spearheading strategic AI initiatives for clients, assessing AI readiness, developing tailored strategies, and fostering strong client relationships to position CGI as a trusted advisor.
- Driving business development efforts, leveraging expertise in human-centered design and Design-thinking methodologies to deliver successful AI solutions.
- Staying abreast of emerging AI trends and technologies, sharing insights through thought leadership and mentoring team members to expand practice capabilities.

DIRECTOR OF DELIVERY, UX LEAD July 2021 - March 2024
CGI

- Led a 40+ person design studio for a Fortune 25 telecommunications company, directly managing and coaching 17+ employees.
- Created and executed a human-centered design program for CGI's Advantage ERP across multiple state and local government clients.

SENIOR CONSULTANT, UX LEAD November 2018 - July 2021
CGI

- Led cross-functional teams in applying human-centered design methodologies to complex projects, resulting in impactful user-centric solutions.
- Mentored and directly managed a team of 15 designers, fostering collaboration and driving design excellence across multiple projects.
- Partnered with clients, users, and stakeholders to create intuitive user interfaces and experiences that aligned with business goals and user needs.
- Collaborated with developers, solution architects, and project managers to ensure seamless integration of design throughout the software development lifecycle.
- Championed human-centered design within Agile and SAFe methodologies, contributing to a culture of innovation and user-centricity.

ART DIRECTOR April 2017 - June 2018
Narwhal.Digital (Now Alloy)

Created visually impactful deliverables for digital, print, and video platforms using the best practices and principles for all aspects of design. Lead concepting and creative development using superior problem solving, resourcefulness, extreme attention to detail and time management. Established Narwhal's video and photography capabilities.

CO-FOUNDER & CREATIVE DIRECTOR June 2014 - November 2018
Tonalli Media

Created strategically driven video, print, web and photographic content for established brands, start-ups and agency partners.

INTERACTIVE DESIGNER April 2014 - July 2014
Think Interactive (Now Capgemini)

PERSONAL STATEMENT

With a proven track record of building and leading high-performing design teams across diverse industries and projects, I'm passionate about building groups that are both productive and healthy. I believe that true innovation and meaningful impact are born from the collective energy of motivated individuals working together towards a shared goal. Driven by the desire to create something great alongside others who share my passion, I thrive on the challenge of solving complex problems with creative and human-centered solutions.

I view ambiguity and uncertainty as fun challenges and opportunities to innovate. I enjoy connecting dots across seemingly unrelated fields and approach every project to make it a repeatable, teachable, and measurable process.

EDUCATION

ART DIRECTION 2011-2012
The Portfolio Center (Now Miami Ad School)

PSYCHOLOGY 2006-2009
Appalachian State University

SKILLS

STRATEGIC LEADERSHIP

BUSINESS STRATEGY

TALENT DEVELOPMENT

BUSINESS DEVELOPMENT

CLIENT RELATIONSHIP MANAGEMENT

WORKSHOP FACILITATION

THOUGHT LEADERSHIP

SAFe CERTIFIED

AI STRATEGY

STRATEGIC DESIGN

UX RESEARCH

UX & UI DESIGN

DESIGN SYSTEMS

PRODUCT DESIGN

PROTOTYPING

DESIGN THINKING

INFORMATION ARCHITECTURE

ADOBE SUITE

FIGMA

MURAL

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