



Kristen Castells.

WORK EXPERIENCE

DIRECTOR, DESIGN PRACTICE LEAD November 2024 - Present
UDig, LLC

- Practice Scaling & Leadership: Grew the Design Practice from 3 to 13 designers in 12 months by setting hiring standards and mentorship to support rapid growth (~333%).
- Revenue Growth & Market Expansion: Led UDig’s shift to a design-led firm, winning key design-first accounts and broadening the client portfolio.
- Operational Excellence: Built a standardized design framework to boost team velocity and modernized workflows with generative AI, cutting production time and accelerating delivery.
- Strategic Client Partnerships: Served as a strategic advisor, shaping product roadmaps that aligned business goals with user needs.

AI ADVISORY PRACTICE LEAD March 2024 - October 2024
CGI

- Spearheading strategic AI initiatives for clients, assessing AI readiness, developing tailored strategies, and fostering strong client relationships.
- 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 to expand 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 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.

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 conceptualing and creative development using superior problem solving, resourcefulness, extreme attention to detail and time management. Established Narwhal’s video and photography capabilities.

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	STRATEGIC DESIGN
BUSINESS STRATEGY	UX RESEARCH
TALENT DEVELOPMENT	UX & UI DESIGN
BUSINESS DEVELOPMENT	DESIGN SYSTEMS
CLIENT RELATIONSHIP MANAGEMENT	PRODUCT DESIGN
WORKSHOP FACILITATION	PROTOTYPING
THOUGHT LEADERSHIP	DESIGN THINKING
SAFe CERTIFIED	INFORMATION ARCHITECTURE
AI STRATEGY	
	ADOBE SUITE
	FIGMA
	MURAL

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