

Κρίστη Παγουλάτος

kristi pagoulatos
group creative director | UX/UI/Strategy

hello!

I'm a strategic leader, fostering inspired creative thinkers to go beyond the expected, craft progressive solutions that build brands and impact the human experience.

skills

Creative Direction	Information Architecture	Design Thinking	Mural/Miro
Brand Strategy	User Experience Design	Design Systems	Share Point/Power Aps
Digital Strategy	User Interface Design	Art Direction	Omni-Channel Marketing
Content Strategy	User Research	Project Management	Project Scoping
Concepting	User Testing	Adobe Creative Suite	Team Leadership
Storytelling	User Journey Mapping	Figma	Mentoring

clients

Abbott Lab brands	CTCA (Cancer Treatment)	HUB International	Sensient Flavors
Amway + Sub-brands	Casper	Humana	Sprite
Bacardi	Comcast	Illinois Lottery	SC Johnson
Biogen Labs	Cox Communication	Kitchenaid	US Foods
BMW	Consumers Energy	Lenovo	Valspar Paint
BCBS Association	G4 Dental Implants	Petcure Oncology	
Booth School of Business	GlaxoSmithKline	Powerbar	

opa design | founder
creative director | strategic UI art director | happy face
october 2010–present

avanade | chicago, il | group manager/group creative director UX/UI
august 2021–september 2022

Joined the leadership team within the innovation studios to bring digital solutions and human-centered design experiences for our clients. Expanded the scope for experience design as a practice along-side technology. This drove collaborative growth and excellence, for my team and the overall user experiences we created.

sgk | chicago, il | group creative director
april 2019–october 2020

Took the creative lead for the chicago office to elevate the team and capabilities for our clients. Created a culture of open communication and trust. Established confidence in the strategic, creative product for the Amway brand which strengthened that relationship. Developed the foundation for our partnership with Sensient Flavors and Fragrances along with several new business wins. Built strong creative and client partnerships from the ground up.

civilian | chicago, il | creative director
august 2015–april 2019

Spearheaded creative development and client partnerships for this small agency. Worked hands-on and directed creative teams through the strategic process of conceptual integration across platforms, including AI, UX, development, presentation skills. Coached team to own their craft at each step. Drove creative and strategy collaboration for new business as the leading member of the pitch team.

experience

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experience, continued

fcg chicago | chicago, il | freelance creative director

october 2013–april 2014 + january 2015–july 2015

Directed creative development for Biogen’s hemophilia brands, Elocate and Alprolix in early 2014. Extended the design and conversation around the brand’s communication to both current users and potential candidates for each drug. Led social media campaigns along with creating new strategic campaigns across several clients.

catapult | chicago, il | freelance creative director

may 2014–december 2014

Worked directly with and managed the creative team to concept, design and brand launch of kitchenaid’s new line of appliances.

ogilvy & mather | chicago, il | freelance acd

january 2013–september 2013

Delivered strong strategic and conceptual campaign art direction and video direction across a multitude of clients.

commonground | chicago, il | associate creative director

december 2011–november 2012

Led creative teams in strategic campaign development for existing clients and new business pitches. Worked closely with clients to build each brand. Instituted an art direction standard for the agency and individual brands.

the creative circus | atlanta, ga

design & art direction program

september 2000–september 2002

Portfolio program specializing in creative strategy and execution as well as typography and color theory. Teaching assistant for the typography classes during the second year in the program, mentoring the incoming students to master kerning and type designs.

university of new mexico | albuquerque, nm

ba mass communication and journalism

august 1995–december 1999

Worked through the communication program with a mix of fine arts and psychology. Interned with local agencies while bartending and waiting tables. (who only wants to do one thing at a time?!)

north carolina state university | raleigh, nc

national student exchange program

august 1997–may 1998

Took my communication program to a new location for a different perspective.

school

stuff

angel awards — best in public service advertising
featured in luerzer's archive
art directors club global member
film & advertising broads (FAB) member
luma design thinking practitioner certified

creative intensive network
cannes shortlisted
woman’s image network — best art direction, television
one show merit
microsoft catalyst certified