



KRISTY CAMERON

KRISTY-CAMERON.COM

ESPECIALLY GOOD AT

- Leading and shaping large-scale, strategic brand projects.
- Curious seeker of what's new & applying macro trends to work.
- Rich brand storyteller; developing break-through retail brand experiences & holistic campaigns.
- Herding kittens.
- Making connections across an organization and bringing together multi-functional folks to solve creative problems.
- Presentation skills, both in selling creative concepts and large group presentations.
- Directing work to reflect the perspective of the customer experience.
- Art directing photo-shoots, from lifestyle to food & beverage.
- Highly empathic leader, inspiring a team environment that others want to be a part of.
- Encouraging meaningful development of direct reports & mentoring younger designers.

EDUCATION

BFA - Graphic Design, University of the Pacific

EXPERIENCE

1999-2008 - Designer, Starbucks Music & Entertainment

2008-2011 - Senior Designer, Starbucks Creative Studio

2011-2017 - Creative Manager, Starbucks Creative Studio

2017-Present - Associate Creative Director,
Starbucks Creative Studio

CONTACT

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SPEAKING ENGAGEMENTS

Featured Speaker at Idealliance Conference 2016

Featured Speaker at Re:Think Design Conference 2017

Keynote Speaker at Color Conference 2017

AWARDS

HOW In-house design awards:

- Outstanding Achievement; TAZO re-brand, packaging & retail

- Merit; Starbucks Fall 2015 Promotion

- Outstanding Achievement: Starbucks Holiday 2009 Promotion

MEDIA

The Dieline: [Interview for Starbucks Holiday Cups](#)

“Kristy brings a high level of creative strategic thinking into projects and can effectively encourage and build teams to bring their best thinking forward. As we’ve now partnered on a few high priority projects, I have instant trust that the quality and professionalism will pull through the team dynamics and ultimately into the work. She has also brought a level of collaboration and openness to work differently with our agency and guide teams through these different ways of working so they have limited trepidation. Truly, Kristy as cracked the nut on effective leadership through fast-pace, collaborative workstreams to produce high level work.”

- KAREN CHAPDELAINÉ

MARKETING MANAGER, ADVERTISING, STARBUCKS CREATIVE STUDIO

“I love working with Kristy for lots of reasons, but these make her a distinct leader:

Articulation of ideas - Kristy is very good at relaying creative vision and providing feedback that is clear, concise and actionable. I would say that this is also true with her ability to provide development feedback. Brand and design passion – Kristy’s passion around the Starbucks brand and its visual language is almost palpable. It’s contagious in the way she works with others by inspiring and fostering collaboration, ownership, and great design. Organization and efficiency – Kristy is highly organized. I am amazed at how much information she is able to retain and file away for instant recall. And she is able to take on massive amounts of high profile work and delegate to both teams and individuals to help influence our brand in many different ways.”

- JEFF ASHLEY

CREATIVE MANAGER, STARBUCKS CREATIVE STUDIO