

Kristín Agnarsdóttir

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As a creative director with over 15 years of global experience, I specialise in branding and experiences across various sectors, particularly corporate, loyalty, telco and fintech. My expertise lies in bridging the gap between brand and user interface and effectively translating business objectives into innovative design strategies. I maintain a balance between empowering teams to achieve success and leading by example to push creative and craft standards.

Experience

2022 – Current

Huge Inc, Creative Director, Global

I integrate business objectives into design strategies (brand and UI) for both US and EMEA clients while overseeing team management and expansion. Highlights include directing a rebrand and design system for Darling Ingredients, a circularity-focused holding company, managing a portfolio of 25+ brands through a technology migration and creative partnership. I creatively lead a loyalty program for Driven Brands, aimed at enhancing cross-brand potential and reducing churn, from naming to product launch. Furthermore, I developed a dynamic content creation space for the FA22 AW collection for Tommy Hilfiger, fostering co-creation with customers across flagship retail experiences in London, New York, Paris, and Berlin.

2015 – 2022

R/GA, Associate Creative Director, London

In this position, I led a variety of projects, including overseeing Akbank's commercial banking platforms, relationship management tools, and branding for a money-sharing app. Additionally, I developed a brand strategy and an Olympics content player for Eurosport. I orchestrated the creation of a comprehensive e-commerce design system for Beam Suntory and oversaw the development of design systems and features for McDonald's Happy Studio, collaborating with external agencies on global content releases.

2015 – 2019

Smoke Free, Smoking cessation app

Redesign of the global leading smoking cessation app, focusing on holistic user support and behavioral insights through brand, design system, UX/UI design. Multiple features by the App and Google Play stores.

2013 – 2015

Design Lead, Íslenska Auglysingastofan, IS

Leading a diverse array of projects spanning travel, commerce and tourism, both at local and global levels. From comprehensive rebranding initiatives and conceptualization to executing activations across multiple touchpoints.

2012 – Jan 2013

Senior Designer, Sullivan, NYC

2011 – 2012

Senior Designer, Red Antler, NYC

Skills and tools

Branding, design systems, experience design, design strategy, art direction, illustration, icon design.

Figma, Adobe CS, Sketch.

Fluent in English and Icelandic, clumsy but keen Spanish.

Select clients

Google

Samsung

McDonalds

Eurosport

Ticketmaster

Tommy Hilfiger

Akbank

American Express

O2

Three

Turkcell

Beam Suntory

Diageo

Hublot

Icelandair

NYU

Duke

Education

2010

M.F.A. Graphic Design, Academy Of Art University, San Francisco, USA.

2003 – 2005

Diploma Graphic Design, Istituto Europeo Di Design, Madrid, ES.

Judging

2023

Drum Awards Jury

2023

Creative Pool Awards Jury

2018–2023z

Awwwards Jury

2013

FIT Jury Icelandic Graphic Design Awards

Recognitions

Featured work in multiple design books including New modernist type by Steven Heller.

Work recognised by IF Design awards, App and Google Play Store. Platforms such as Behance, Creative Quarterly, The Dieline, ISO- the blog of Scott Hansen and Knoll.