



Kristen Smith

PORTFOLIO

Creative Leader Blending Artistic Excellence with AI + Technology Innovation & Digital Marketing

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Kristen Smith

Creative Direction

Global Communications

Marketing & Campaign Strategy

Brand Expertise

AI Thought Leadership

Visual Storytelling

30+ years leading creative strategy across corporate, agency, and entrepreneurial environments — building brands from scratch, elevating global enterprises, and delivering award-winning campaigns with measurable results.

Cross-industry perspective brings dynamic strategic thinking to every challenge, spanning creative direction, brand strategy, visual storytelling, and integrated campaigns across print, digital, social, and video.

I'm excited about shaping the future of creative leadership — blending innovation with authenticity, pushing boundaries, and helping the creative community thoughtfully evolve.

CREATIVE LEADERSHIP

A hand holding a white telephone receiver against a background of glowing blue digital lines and a sunset cityscape. The scene is overlaid with a dark teal banner at the bottom containing white text.

Translating complex industrial innovation into compelling narratives that move markets and drive business impact

[View Campaign Page](#)

ABB STARTUP CHALLENGE 2026

[Creative Concepts](#) | [UX](#) | [Social Posts](#) | [Campaign Site](#) | [Internal](#) | [Articles](#) | [Animated AI-Video](#)

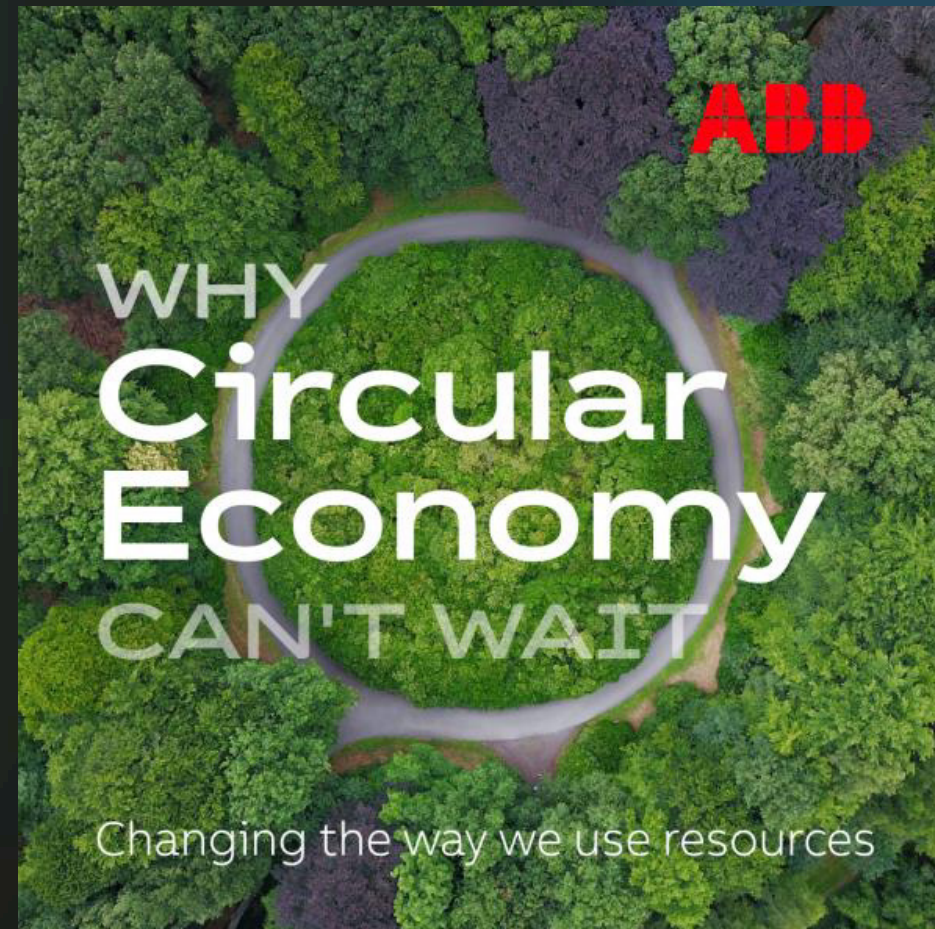


SUSTAINABILITY

Creative Messaging Campaign for ABB
Channel Partners & Distributors

SUSTAINABILITY

Key Visual Social Media Cover Designs



**CONCEPT 1
LOOK TO THE
HORIZON**

**CONCEPT 2
CIRCLES IN
NATURE**

**CONCEPT 3
RIPPLE
EFFECT**

**CONCEPT 4
SUNSET RIPPLE
EFFECT**



RETHINK
REUSE
REINVENT



RETHINK
REUSE
REINVENT



RETHINK
REUSE
REINVENT



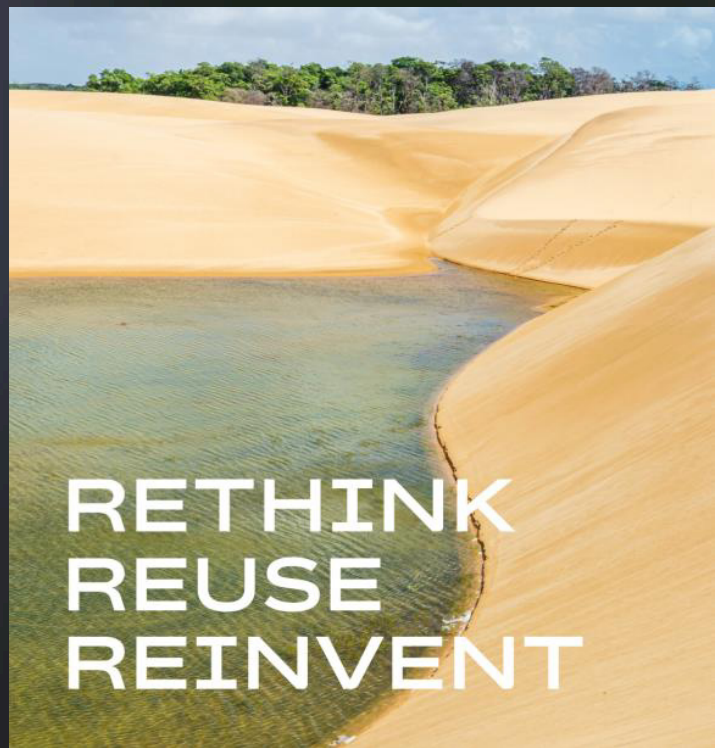
RETHINK
REUSE
REINVENT



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RETHINK
REUSE
REINVENT

NATURALLY AUTHENTIC

AI-generated visuals are Intentionally excluded from this part of the campaign. This preserves the conceptual integrity of the imagery and the messaging—that neither only exist in an AI-generated world.

SUSTAINABILITY

Key Visual Social Media Cover Designs



**CONCEPT 1
LOOK TO THE
HORIZON**

**CONCEPT 2
CIRCULARITY
IN CONTEXT**

**CONCEPT 3
PERSPECTIVE**

**CONCEPT 4
PRACTICAL &
ACHIEVABLE**



INNOVATIVE CAMPAIGNS & MEASURABLE RESULTS

Delivering award-winning campaigns across multiple touch points — that drive measurable results



Infrastructure

Highly collaborative campaign across US market with thought leadership, Communications, and Marketing



PR DAILY

[View Campaign Page](#)

CONTENT MARKETING AWARDS

2 million people + 425,000 video views

2024 WINNER of 3 Awards + 5 Honorable Mentions

Best B2B Campaign | Best Microsite | Best Use of Content

Watch video

INFRASTRUCTURE

CONNECTIONS



> 2.2M
PEOPLE REACHED



> 3.3M
IMPRESSIONS



> 425,000
VIDEO VIEWS



> 7K
PAGE CLICKS

CONCEPT

Focusing ABB's smart technology and solutions in transport, water, data and energy systems to help deliver necessary investments into America's infrastructure

A powerful :60 video acted as the "glue" for the campaign's overarching messaging

Social media takeover campaign

Thought leadership

Paid promotion: 3 platforms | 4 videos

Comprehensive resource + landing page

Coordinating visuals for all campaign elements

Stakeholder launch kit

Blogs, articles and white papers

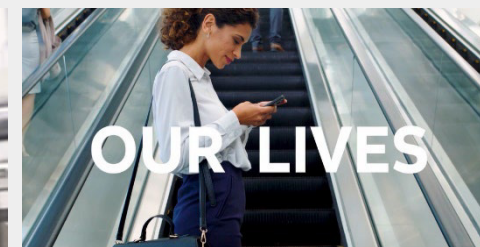
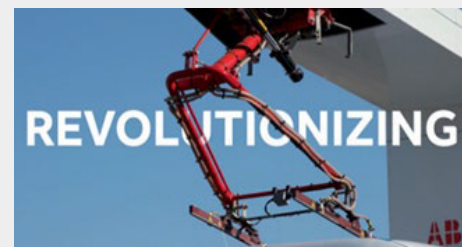
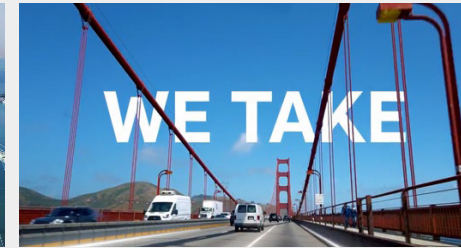
Internal messaging

Digital signage across our 40+ facilities US

Digital brochures

Press Release [LINK](#)

>100 pieces of content pieces created and utilized to go deep into ABB offerings





INFRASTRUCTURE IN THE UNITED STATES

Our future is built on the innovations of today



NEWS ARTICLE

FLIRTING with the future of rail

ABB traction systems drive first hydrogen-powered train in the US



[READ ARTICLE](#)




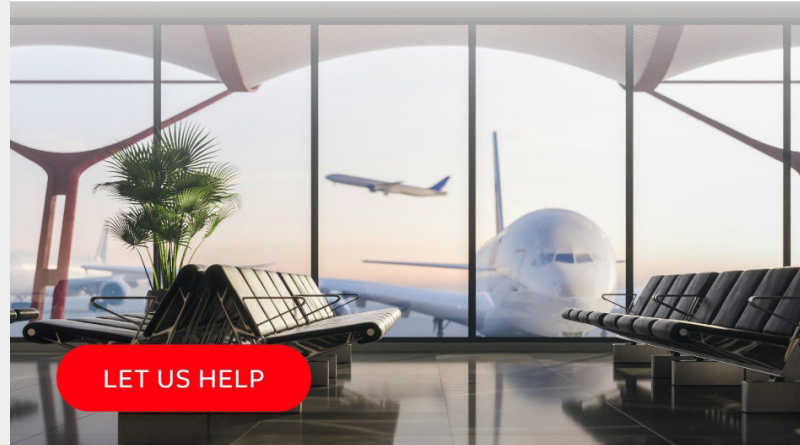
US FUNDING + INVESTMENT

Aviation is the superhighway of commerce and communication. Airports are the on ramps.


\$5 billion
Air traffic facilities


\$5 billion
Airport terminal program


\$15 billion
Upgrades to aging airport infrastructure



[LET US HELP](#)



INTERVIEW | MARINELINK

Greening the U.S. Federal Fleet

How recent advances can reduce emissions and maintenance costs



ED SCHWARZ
ABB maritime technology expert

[READ ARTICLE](#)



ABB's coast-to-coast corrosion solutions protect critical U.S. infrastructure

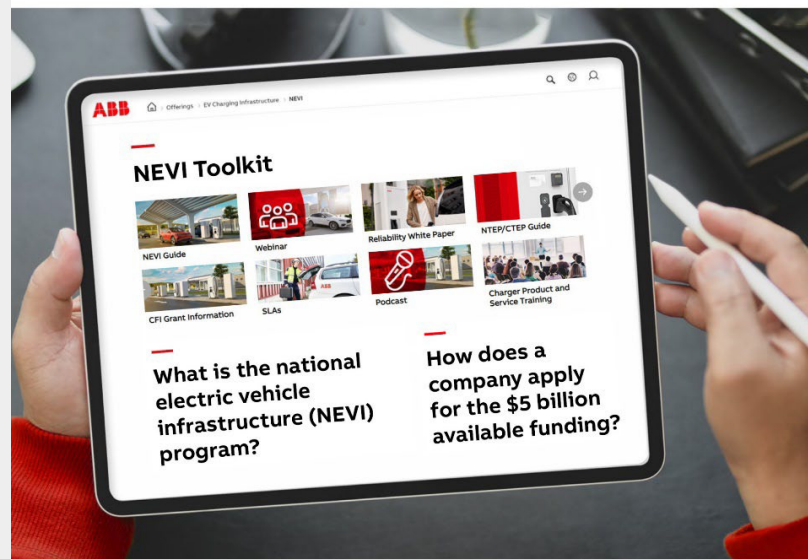



\$276 billion PER YEAR
The direct effects of corrosion costs to U.S. industry and government

[READ ARTICLE](#)



Visit our online toolkit for answers to all your NEVI questions




\$5 billion
available in federal funding for EV Infrastructure projects

[VIEW TOOLKIT](#)



City of Baltimore chooses ABB control technologies to cut downtime and boost efficiency



[READ ARTICLE](#)

SOCIAL MEDIA DESIGN STRATEGY

Electrifying glowing white line symbol ties campaign content together visually with concepts of underlying infrastructure and connectivity. It was introduced and adopted as brand compliant and best practice.

GLOBAL COLLABORATION

Multi-national localization, translation and
adaptable designs for diverse cultural markets





[View Landing Page](#)

MISISON TO ZERO™

5-YEAR ANNIVERSARY CAMPAIGN

[Video](#) | [Social Posts](#) | [Landing Page](#) | [Internal](#) | [Articles](#) | [Animated AI Visual](#) | [Map](#) | [Infographic](#)

Auburn Hills Robotics US Headquarters

COLLABORATIVE DESIGN | PROJECT LEADERSHIP | GRAND OPENING

18 months | Customer Experience Center | Training Lab | Lobby | Cafe | Innovation Center



From **SOURCE**
to **SOCKET**

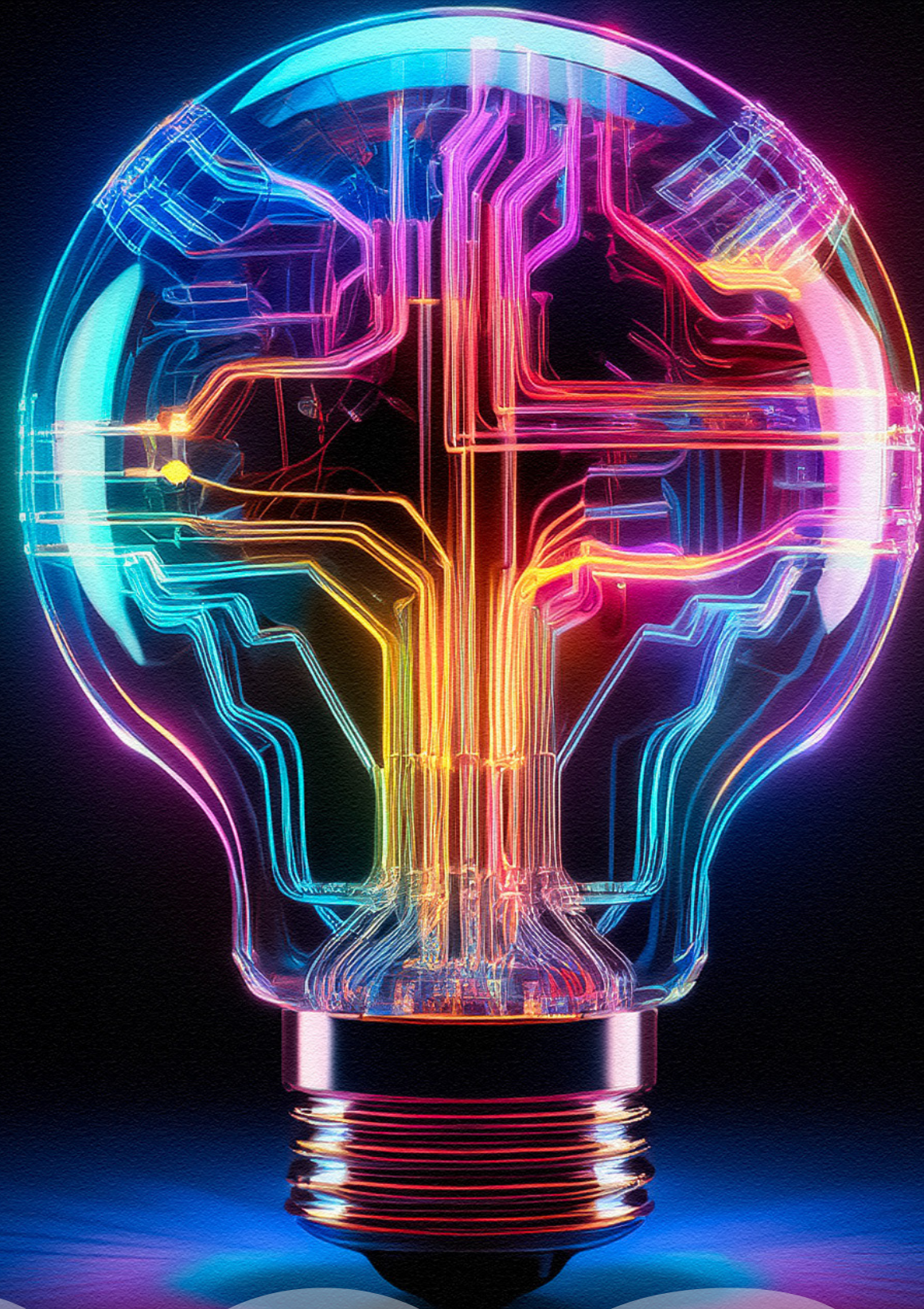
ENGINEERED TO OUTRUN





THOUGHT LEADERSHIP & MENTORING

Champion enterprise-wide education and adoption of technologies, creative solutions and best practices



ADOBE CUSTOMER ADVISORY BOARD

“

I'm excited about shaping the future of creative leadership — blending innovation with authenticity, pushing boundaries, and helping the creative community thoughtfully evolve.

2026
Empowered Creation Leadership Forum

THE POWER OF AI ABB + ADOBE EXPRESS



Adobe

5,354,887 followers

1yr • Edited •

ABB empowers global teams to create faster with Adobe Express. Hear how the Director of Creative and Visual Storytelling, [Kristen Smith](#), uses Adobe Express to connect her global team to save time and resources. Learn more here: <https://adobe.ly/46Hg00s>

“Adobe Express is the difference that allows us to grow and bring ABB content to more audiences.”

Kristen Smith
Director of Creative and
Visual Storytelling, ABB

[View Adobe Article](#)

CREATE | ACCELERATE | DUPLICATE | TRANSLATE | LOCALIZE

EMPOWERING

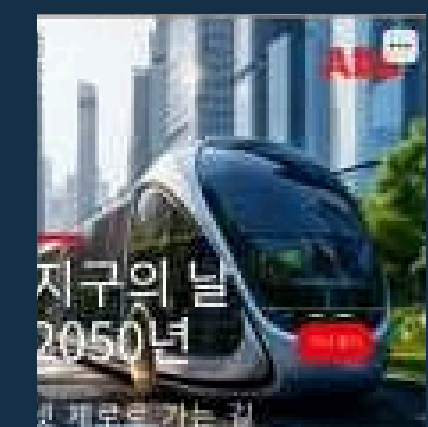
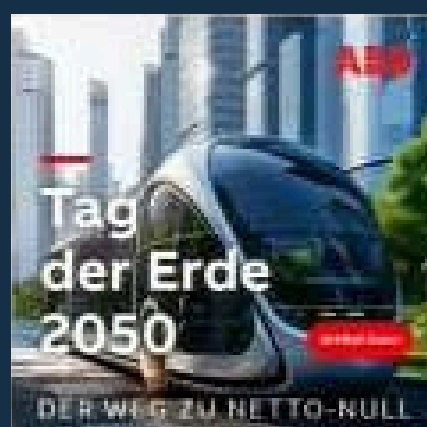
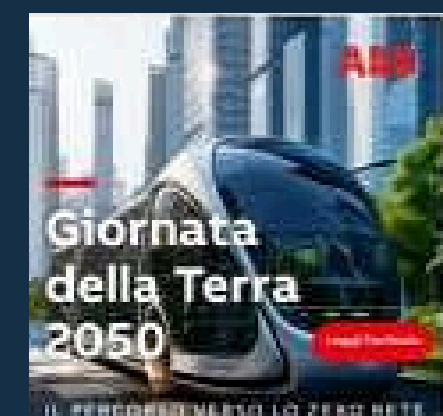
Leveraging technology for more creative solutions with significant cost savings and operational efficiency

- 1 EFFECTIVE Engagement Rates Up To 22%
 - 2 CROSS-PLATFORM ACCESS to Adobe Stock And Creative Cloud Applications
 - 3 ACCESS TO NEW SKILLS Video And Animation
 - 4 AI-POWERED ACTIONS Multi-platform Sizes For Images, Video And Print
 - 5 FAST TRANSLATIONS in Minutes, Not Days
 - 6 COST-EFFECTIVE Saved \$10K Per Video on Captioning, Translation + Formatting
 - 7 SUPPORTS COLLABORATION Global Communications, Brand, and Marketing
 - 8 ENTERPRISE PARTNERSHIP Feedback Received + Implement By Adobe
- 

Instant translations in 19 languages

Earth Day 2050

THE PATH TO NET ZERO





Watch video

ABB'S ICONIC LOCATIONS IN THE US



SPORTS EXPERIENCES

Watch video



SUSTAINABILITY

Watch video

Watch video

MISSION TO ZERO

every step **forward** counts.

CAMPAIGN VIDEO

103,200+ Views | 10k+ Impressions |

5.6% Engagement Rate

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THANK YOU