

# Kurt Perenchio

Creative director, design strategist and visual storyteller with 15+ years of experience

## EXPERIENCE

**Advantage Solutions** | Creative Director | August 2024 – Present

Led enterprise-wide brand transformation for a \$4B organization, driving alignment, adoption and unification across global teams and sub-brands.

- Directed a full-scale rebrand impacting 70K+ employees; launched a new visual identity, refreshed collateral and delivered enterprise-wide brand training within 6 months
- Drove brand adoption across 3 business units and 10+ sub-brands spanning the Americas, Europe and Asia
- Partnered with C-suite leaders to align creative strategy with business goals, contributing to a 100% YoY increase in qualified tradeshow leads
- Led a \$100K enterprise photoshoot, managing talent and production teams to create a library of 250+ images and 5+ hours of video content
- Spearheaded procurement and implementation of a digital asset management (DAM) platform; negotiated a ~40% cost reduction and migrated thousands of assets to an AI-enabled system
- Managed a small team of multidisciplinary designers; mentored individuals and teams across the enterprise; created a design forum to foster skill development and creative exploration

**Northern Trust** | Vice President, Senior Designer | April 2021 – August 2024

Developed and executed design strategies across global campaigns for a \$21B financial services firm, enabling brand consistency and performance.

- Art directed and supported production of quarterly earnings videos (averaging 30 minutes) reaching 23K+ employees; increased global viewership by 93%
- Designed the visual system for the global *Achieving Greater Together* campaign, contributing to 106K volunteer hours and \$4.6M in community investment in 2023 alone
- Streamlined video production workflows with the internal multimedia team, reducing turnaround time by 66% from 6 weeks to 2 weeks
- Led redesign of Wealth Management sales materials, managing teams and contractors to overhaul a 700+ slide presentation library
- Collaborated with UX/UI and product teams to enhance digital experiences across the homepage, product pages and dedicated landing pages

**Berman Design** | Lead Architectural Designer | August 2018 – April 2021

- Led firm rebrand and repositioning strategy, helping sustain revenue during COVID-19 through new service offerings
- Managed junior designers and interns; provided feedback and design direction
- Coordinated workflows between clients, engineers and local governments to ensure project delivery

**Ocean Tomo** | Principal Designer | June 2013 – August 2018

- Partnered with law firms and executives to create high-impact litigation graphics and presentation materials
- Led redesign and launch of the firm's website
- Established and maintained brand standards across subsidiaries, startups, non-profits and events

## SKILLS

- Creative Direction
- Art Direction
- AI-Enabled Workflows
- Brand Systems
- Project Management
- Adobe Creative Suite
- Figma
- UX/UI
- Video Production
- Storyboarding
- Animation
- Presentation Design

## EDUCATION

**Illinois Institute of Technology**  
Master of Architecture, 2018

**Columbia College Chicago**  
B.A. Marketing Communications  
(Advertising), 2011

## PROFESSIONAL CERTIFICATION

**McKinsey Connected  
Leaders Academy (CLA)**  
Management Accelerator  
Program, 2026

**Northwestern University,  
Kellogg School of Management**  
Omnichannel Marketing:  
Driving Customer Value &  
Business Growth, 2024

## CONTACT

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