

# KURT A. VALENTA

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## SUMMARY

Creative Director with 20+ years leading integrated brand campaigns, experiential activations, and multi-channel creative for agencies and global organizations. Recognized for elevating creative quality, guiding multidisciplinary teams, and delivering visually compelling, strategy-driven work. A proactive art director, team leader and presenter who drives ideas from concept through execution.

## CORE STRENGTHS

Creative Direction • Creative Team Leadership • CRO Creative • Brand Development • Digital + Social • Experiential • Print • Production • Video Ideation

**Tools:** AI, Adobe CC (InDesign, Illustrator, Photoshop, Premiere Pro, AE, XD)  
Figma, Hive, Slack, Teams, Workfront, Microsoft Office

## PROFESSIONAL EXPERIENCE

### Caterpillar Inc. – Ironworks | Senior Art Director (2024–Present)

**Lead creative strategy and art direction** for Tier 3 design teams within Caterpillar’s Ironworks.

- Increased Tier 3 production output **76% YoY** in digital, print, presentations and video.
- Design team on experiential for Caterpillar’s **BAUMA ’25** Munich, Germany exhibit.
- Designed Identity Standards for **Employee Resource Group** (ERGs).
- Lead Art Director on experiential for **CONEXPO ’26, Accelerate CAT Digital ’25**, and **Supplier Excellence Awards ’25**.
- Use **AI prompts and results** (Claude, Copilot, Gemini, Getty, Gigapixel,)—copy writing, translations, ideation concepts, retouching and conceptual photo creation.

### Synchrony | Senior Art Director (2023–2024)

Created multi-channel credit card campaigns — digital + social (Figma), experiential, print and video.

- Lead Art Director for **CareCredit** (a **health/dental credit product**) RFP across email, web and social.
- Lead Art Director for **Sleep Number A/B testing email campaigns**.
- Designed animated **Synchrony/Amazon 15th Anniversary** identity and event presentation video.

### EY | Senior Art Director (2022–2023)

- Art Director on **EY Explains FinCrime**, a Metaverse-based brand and capabilities experience in **Spatial**.
- Produced original video exhibits and immersive virtual environments.

### Highmark Health | Senior Art Director (2020–2022)

Managed print, digital, and video creative — creation to execution.

- Directed **award-winning video** promoting **dental** and **vision health** insurance products.
- Directed Covid-era safety and remote-work HR campaigns.
- Designed Brand Guidelines and Resources for **Because Life** enterprise tagline campaign.
- Redesigned enterprise wide B2B **InDesign systems** to streamline production.

### **HMT Associates | Creative Resource Manager (2019–2020)**

Managed creative operations — digital, experiential, print, production and multi-brand campaign delivery.

- Art Director on print, digital and social playbook campaigns for **Mondelez International**, **Heineken**, and **KraftHeinz**.
- Launched **\$1M Trident Gum, “Chew Through”** campaign — experiential activation in Atlanta, Chicago and Philadelphia.
- Led vendor quoting/procurement and software purchase/install strategy. Implemented Teams and Adobe XD agency-wide during COVID.

### **Advance Ohio | Creative Director (2016–2019)**

**Led multi-discipline team (10+ creatives)** across Cleveland, Ann Arbor, and Grand Rapids.

- Generated **\$550K** in new business within one year.
- Launched enterprise WordPress templated sales system for **cleveland.com** clients.
- Increased auto marketing and reality markets ad revenue **\$1M** in first year.

### **Marcus Thomas LLC | Senior Art Director (2014–2016)**

Directed national print, digital and video campaigns for top brands including **GE**, **Sherwin-Williams**, and **MTD Troy-Bilt**.

- Led branding for **GE Momentive**.
- Directed video and social for Troy-Bilt’s national fall campaign.
- Drove **\$2M GE IronGrip US launch** across brand identity, package design, web, social and POS in Home Depot & Lowes.

### **Brunner | Creative Director (2004–2014)**

**Led multi-discipline team (5+ creatives)** and major branding initiatives for agency 360° accounts in Pittsburgh, Atlanta and Washington DC.

- Creative team member on new business sales—winning over **\$2M+** in new accounts (banking, healthcare, hospitality and industry).
- Sole designer on **\$190K** award-winning history museum installation at Consol Energy’s new world headquarters.
- Consol Energy Center—home of the Pittsburgh Penguins. **Led design and vendor management of \$10M naming rights branding:** logo/identity guide, luxury suites sales viewbook, three-day Open House & concert events, wayfinding and exterior signage systems.

## **AWARDS**

**ADDY’s, Print, PRSA’s:** Consol Energy, MTD Cub Cadet, Highmark, National Baseball Hall of Fame & Museum, Pittsburgh Penguins, Philips Respironics and Zippo.

## **EDUCATION**

**Bachelor of Fine Arts in Design (BFA) — Carnegie Mellon University**