

KEVIN PERRILLIAT

CREATIVE DIRECTION | BRAND AND CAMPAIGNS | TEAM LEADERSHIP

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New Orleans, LA | Open to U.S. relocation | Remote work with travel preferred

Creative leader with 10+ years across design and production. Manages end-to-end creative direction for brands, campaigns and live experiences; develops teams and aligns stakeholders. Combines hands-on craft, production-budget ownership and applied AI workflows across national programs and commercial work.

PROFESSIONAL EXPERIENCE

Creative Services Manager

Mar 2022–Present

STEM NOLA / STEM Global Action | New Orleans, LA

Previously Graphics and Media Arts Coordinator | Aug 2021–Mar 2022

- Lead partner-facing creative for national STEM programs, translating organizational goals and sponsor requirements into campaigns, donor presentations, annual reports and event communications; align executives, partner organizations, vendors and production teams.
- Led an eight-page Innovation Center publication supporting an earlier funding effort that secured \$5M. Built a separate 16-page Goldring deck: Monday brief, Tuesday delivery, Wednesday revisions, Thursday meeting; gained executive and consultant approval for the impact-pathway redesign.
- Directed promotion, apparel, signage, photography and recap film for Jefferson Parish STEM Fest; the event report documents 1,012 children and 111 K-12 schools represented.
- Direct-supervision experience includes teams of 8–10. Lead weekly critiques with five interns and two full-time employees; delivered separate professional-development sessions in event photography and Lightroom editing.
- Guide contract photographers to brand standards and coordinate photo, video and drone coverage. Manage regular-event production budgets of \$5,000 and sponsored-event scopes up to \$30,000.
- Designed and implemented a ChatGPT and Base44 intern-selection workflow for three finalists, connecting brand assets, assignments, submissions, and interview scheduling; identified an email-routing failure, directed the fix, and verified delivery.

Creative Media Specialist

Oct 2023–Jan 2025

Orleans Parish Sheriff's Office · Contract | New Orleans, LA

- Produced six promotional assets per podcast episode: three motion graphics and three cover formats, alongside institutional photography, video and executive storytelling.

Senior Graphic Designer / Production Manager

Mar 2016–Jul 2021

Sir Speedy Printing & Marketing | New Orleans, LA

- Delivered B2B creative for business clients from brief through press, balancing quick turnarounds, competing priorities and production-ready quality.
- Translated client and direct-mail briefs into print specifications and finished files; coordinated vendors and recommended formats, materials and production methods for audience, quality and deadline.

APPLIED AI AND WORKFLOW DEVELOPMENT

AI Creative Direction: Direct reference-led generative motion and short-form concepts; use AI-assisted editing to refine pacing, framing, sound, and delivery, with human review for brand fidelity and visual continuity.

AI Workflows and Products: Designed an operational intern-selection workflow and directed testing of an interview-coaching prototype with a structured feedback rubric, source-grounded responses, consent, and usage controls.

Applied tools: ChatGPT, Base44, ChatCut, Higgsfield, and Adobe Creative Cloud.

CAPABILITIES AND EDUCATION

B2B and institutional marketing • Partner and sponsor communications • Donor and executive presentations • Creative strategy and art direction • Brand stewardship • Integrated campaigns • Team development • Vendor and stakeholder alignment • Editorial design • Print production • Photography and film • Motion graphics • Adobe Creative Cloud • Basecamp

BFA in Graphic Design | University of Louisiana at Monroe, Monroe, LA | 2015