

Daniel Kainz

Art Director

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I'm an unconventional creative problem-solver with many years of industry experience. I like to push the boundaries of what is possible to deliver the best solutions for brands. My work comes alive through challenges which require creative solutions. Finding ways to solve them is my endeavor. Always from vision to execution.

HARD SKILLS

Adobe Creative Suite
Experiential Marketing
Brand Strategy
Visual Storytelling
Content Production
Campaign Strategy
Commercial Photography
Retail Experience Design

SOFT SKILLS

Cross-Functional Collaboration
Problem Solving
Critical Thinking
Goal-Oriented
Resilient
Adaptable
Motivating

PROFESSIONAL EXPERIENCE

SENIOR ART DIRECTOR, ALPHATAURI

04.2021-Present

- Leading the brand's overall marketing creative direction
- Developing the customer-facing appearance of the brand across all channels
- Leading the creation of all content assets from ideation to production
- Utilizing strategic brand partnerships to increase brand awareness and drive sales
- Design of experiential POS solutions for our retailers worldwide

SENIOR ART DIRECTOR, RED BULL GLOBAL CONSUMER PRODUCTS

03.2020-03.2021

- Created experiential retail design for AlphaTauri's flagship store in London, UK
- Led AlphaTauri's social media strategy
- Created the visual appearance for the F1® team Scuderia AlphaTauri
- Ideated and led content productions related to Scuderia AlphaTauri

ART DIRECTOR, RED BULL MARKETING SERVICES

07.2018-02.2020

- Campaign strategy and content production of Red Bull's sports projects such as: Soccer clubs RB Salzburg and RB Leipzig, Ice Hockey clubs Red Bull, F1® teams

ART DIRECTOR, TEAM ROTTENSTEINER

05.2017-06.2018

- Supported the worldwide launch of Red Bull's lifestyle drink 'ORGANICS' by Red Bull'

GRAPHIC DESIGNER, MARIAN & CO

10.2016-03.2017

ART DIRECTOR, SELF-EMPLOYED

01.2015-09.2016

GRAPHIC DESIGNER, JUNIOR ART DIRECTOR, TOMORROW STUDIOS

01.2014-12.2014

EDUCATION

B.A., MEDIA AND COMMUNICATION DESIGN

2011-2015

Macromedia University of Applied Sciences, Munich, Germany

SEMESTER COURSE IN MEDIA DESIGN

2012-2013

Chulalongkorn University, Bangkok, Thailand

AUSTRIAN MATURA

2006-2010

Higher Educational Institution of Economics, Wolfsberg, Austria