
DANIEL KAINZ

Art Director with 10+ years of experience in brand storytelling, campaign development, and global content production across fashion, sports, and lifestyle sectors. Proven track record leading high-impact campaigns, including end-to-end production, brand strategy, and experiential retail design. Skilled in Adobe Creative Suite, content creation, visual storytelling, and cross-functional collaboration.

Adept at managing global creative teams, agency partners, and strategic brand activations across digital, print, retail, and social platforms. Strong problem-solver with a goal-oriented, adaptable mindset and a passion for pushing creative boundaries from concept 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

Apr 2021–Now

- Leading the brand's overall marketing creative direction, ensuring consistency and innovation across all consumer touchpoints.
- Overseeing the development and execution of the customer-facing visual identity across digital, print, social, e-commerce, and retail channels.
- Managing end-to-end content production — from ideation and storyboarding to execution and post-production — across global campaigns.
- Coordinating with cross-functional teams, internal stakeholders, and external partners to align creative output with brand strategy and seasonal objectives.
- Briefing and collaborating with external agencies, photographers, filmmakers, and production companies.
- Leveraging strategic brand partnerships to elevate brand perception and expand audience reach.
- Designing experiential and modular POS solutions to enhance brand presence in retail environments worldwide.
- Providing creative leadership and mentorship to junior creatives and freelancers.

SENIOR ART DIRECTOR, RED BULL

Mar 2020–Mar 2021

- Conceptualized and executed experiential retail environments, including AlphaTauri's flagship store in London, ensuring brand storytelling through spatial design.
- Developed and led the social media content strategy for AlphaTauri, tailoring storytelling for performance across platforms.
- Crafted the visual identity for the Scuderia AlphaTauri Formula 1® team, integrating branding across digital, merchandise, and livery.
- Directed high-impact content productions in collaboration with Scuderia AlphaTauri, managing creative teams, agency partners, and production logistics.
- Ensured alignment between brand, sports marketing, and global stakeholders through clear communication and strategic planning.

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ART DIRECTOR, RED BULL

Jul 2018–Feb 2020

- Created and executed multi-channel campaign strategies and content production for Red Bull sports properties including RB Leipzig, FC Red Bull Salzburg, and Red Bull Ice Hockey clubs.
- Partnered closely with marketing, media, and event teams to deliver integrated creative solutions with strong narrative cohesion.
- Oversaw the creative briefing and production process with internal and external production teams to ensure quality and timeliness.
- Coordinated stakeholder alignment across multiple departments and locations, ensuring smooth execution of complex campaigns.

ART DIRECTOR, TEAM ROTTENSTEINER

May 2017–Jun 2018

- Supported the global launch of 'ORGANICS by Red Bull' with creative direction across campaign assets, packaging, and product storytelling.
- Collaborated with brand managers and marketing teams to ensure messaging consistency and visual excellence across markets.
- Led creative production and managed external vendors across film, photography, and digital content.
- Participated in go-to-market strategies, aligning creative development with product positioning and launch timelines.

GRAPHIC DESIGNER, MARIAN & CO

Oct 2016–Mar 2017

ART DIRECTOR, SELF-EMPLOYED

Jan 2015–Sep 2016

GRAPHIC DESIGNER, TOMORROW STUDIOS

Jan 2014–Dec 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

CONTACT

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