

DANNY KUSZ ...

... is a passionate, inventive and collaborative **CREATIVE DIRECTOR**

... is an authentic and creative **VISUAL & WRITTEN STORYTELLER**

Relevant work experience:

CARIBOU COFFEE - Manager, Brand Design

November 2023 to present.

MADE AN IMPACT ...

- Managing the creative execution by internal creatives and external agency partners to update store signage and graphics for each bi-monthly promo window. This includes developing concept briefs, giving creative direction and feedback on design/written concepts and overseeing the work from kickoff to implementation.
- Managing the digital and paid media content creation by internal and external agency partners to support each bi-monthly promo window. This includes developing concept briefs, giving creative direction and feedback on design/written concepts and overseeing the work from kickoff to implementation.
- Writing and designing content for various digital channels such as paid media, e-mail marketing, organic social and app/website.
- Overseeing and assisting in the production of lifestyle and product photo/video shoots to support each bi-monthly promo window.

OHC - Director, Creative

January 2019 - November 2023

MADE AN IMPACT ...

- Assembling, nurturing, and mentoring an initial team of eight creatives from the ground up.
- Managing a portfolio of five distinct brands, overseeing a workload of 400+ projects annually.
- Pioneering and executing creative development workflows and methodologies to enhance efficiency and quality.
- Delivering constructive, goal-oriented feedback to the design team
- Researching and implementing a new project management system (Workfront) to streamline our operational processes.
- Crafting compelling copy across diverse channels, including websites, digital and social advertising, storyboards/scripts, and organic social content, for all brand identities.
- Championing and effectively pitching our team's creative concepts to key stakeholders.
- Writing, designing and developing in Shopify an entire website to support the launch of a new brand

TARGET – Art Director, Digital

August 2018 - January 2019

MADE AN IMPACT...

- Guiding the web page design to support the brand launch of two of Target’s proprietary brands – Open Story and All In Motion.
- Designing and upholding brand uniformity across all web pages dedicated to Target’s fashion brands.
- Actively contributing to photo shoots for multiple in-house fashion brands.

PATTERSON COMPANIES – Creative Director

2015 - 2019

MADE AN IMPACT...

- Providing coaching and mentorship to a team of 9 Designers and Art Directors.
- Efficiently overseeing and managing our teams workload of 700+ projects annually.
- Managing a diverse portfolio of 20+ corporate, service, and product/technology brands.
- Spearheading the organization through a comprehensive corporate rebrand, encompassing brand positioning, visual identity enhancements, and optimization of the corporate brand architecture.
- Leading the organization through a redesign of the corporate website, IR website and e-commerce website
- Developing and implementing innovative creative development workflows and methodologies.
- Offering objective and constructive feedback to the design team to elevate their creative contributions.
- Effectively presenting and promoting our team’s creative concepts to key stakeholders in significant projects.

Other relevant work experience:

PATTERSON COMPANIES

Designer/Art Director

2007 - 2015

SECONDHAND HOUNDS (volunteer)

Director, Brand + Creative

2013 - 2015

Education:

MINNESOTA SCHOOL OF BUSINESS

Multimedia & Design (Associates Degree)

2002 - 2004