

DANIELE LANZA

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EMPLOYMENT

Design Director
2018 - Present

Design Lead
2017 - 2018

Design Lead
2015 - 2017

Art Director
Design Lead
2010 - 2015

Art Director
Senior Designer
2008 - 2010

Senior Designer
2006 - 2007

Designer
2001 - 2006

ICF Next, Minneapolis

Currently leading a design group of junior to senior designers spreading across four different offices in the US with a broad range of focus including brand design, design systems, user experience, digital innovation through design thinking and design first philosophy.

ICF Next, Minneapolis

Directed of all phases of design and brand identity, with particular focus on design systems, brand development, brand photo and video shoots. Led a team of five designers.

Azul Seven, Minneapolis

Responsible for human-centered design and design thinking initiatives, with particular focus on user centric multi-platform digital product development, prototyping, design, branding. Led multiple focus groups, user testing initiatives and qualitative research.

Olson, Minneapolis

Created digital media campaigns, app design, digital experiences, brand design with particular focus on brand building and brand development. Directed photo and video shoots.

Schematic, Minneapolis/Los Angeles

Focused on experimental digital experiences, digital campaigns, websites and app design with a strong concentration on the coming together of design and user experience. Led multiple focus groups and user testing initiatives.

Atomicplaypen, Minneapolis

Responsible for brand identity projects, websites, app design, digital media campaigns.

Ecra Creative, St. Paul

Strong balance between digital and traditional media with particular focus on branding & identity projects, websites, collateral campaigns, environmental design.

COLLABORATIONS/ FREELANCE

Art Director
Creative Director
Designer
1998 - Present

Colle+McVoy, Minneapolis
Carmichael Lynch, Minneapolis
Fanball, Minneapolis

Noiseland, Minneapolis
SPoTworks, San Francisco
Unit, Italy

BRANDS AND INDUSTRY EXPERIENCE

Sport
Bauer
Minnesota Wild
Polaris
Shock Doctor
Spalding

Technology
Dell
Microsoft

Retail
Target

**News +
Entertainment**
LA Times
YouTube

Education
University of MN
Wiley

Healthcare
Avanir
Medtronic
United Healthcare

Tourism
Belize
Hotels.com

Food + Beverage
General Mills
MillerCoors
Skittles

Financial
Ann Schleck & Co
First Data
Northwestern Mutual

Auto
Subaru
Toyota

Government
Italian Dept. of Health

Other
3M
AARP
Be the Match
Bissell
Ecolab

EDUCATION

MCTC, Minneapolis - Associate Degree in Graphic Design & Visual Communication
Certificate in Design Thinking and Human Centered Design
Certificate in Biomimicry