



WHO AM I?

A senior creative professional, based in California, with 20+ years experience. A strategic, facilitative leader and mentor. My approach to design is based on a global perspective with an eye on future trends.

tomkurzanski@gmail.com

917.449.8433

tomkurzanski.com

linkedin.com/in/tomkurzanski

SKILLS & PROFICIENCIES

Product Design
Branding & Type
Apparel
Screen Print
DTG Printing
Packaging
Mentorship
Team Building
Adobe Creative Suite
Laser Etching
Art Direction
Tabletop Games
Escape Room Design
Cartoon Voiceover
Puppeteering

EDUCATION

Florida State University
Tallahassee, FL • 2001

Bachelors of Fine Arts
Motion Picture, Television
& Recording Arts

Cum Laude with honors

TOM KURZANSKI

CONSUMER PRODUCTS | PACKAGING | BRAND | ILLUSTRATION & DESIGN

VP of Creative • 2022-PRESENT Creative Director • 2021-2022

Creator Brand Apparel, Accessories & CPG

FANJOY

- Manage and direct Creative Team in product launch strategy, product ideation, design and brand development for a wide range of Creators in entertainment, sports and esports, across multiple categories, including apparel, home goods, and CPG.
- Interface with external partners, vendors, clients including Sykkuno, Bailey Sarian, Elyse Myers, XPLR, KNJ, Dear Media and licensors like Crunchyroll to ensure ideal outcomes for all stakeholders on ecommerce projects and in-person activations or events.
- Established approach to product design around the distinct requirements of each client's community and their connection to global and regional trends in pop-culture, music and gaming. Initiated a focused understanding of the competitor space, emerging trends, available techniques, and product types through a lens of real-world implementation, community engagement, and fan connection.
- Led evolution of creative processes via strategic implementation of internal/external talent based on detailed assessment to best meet individual project needs. Identified and onboarded a diverse network of outside creatives with focused proficiencies to provide a broad range of product, from loose, trend-based streetwear to structured, licensed commercial IP.
- Oversee Marketing design and content teams, providing insight and guidance on creative, increasing efficiency by 4x through templation and identification of process gaps. Facilitate generation of revised UI/UX to address discoveries around the ideal customer journey, maximizing the brand footprint and sales experience.
- Manage distributed internal team of up to 16 remotely and in-office; serve as member of senior exec team, facilitating leadership meetings and monthly all-hands business reviews. Researched, implemented and facilitated team-building, annual review cycle and monthly skill-share activities to promote positive culture.

Senior Creative Director • 2019-2021 Creative Director • 2017-2019

Licensed Pop-Culture Subscription Box

LOOT CRATE

- Led and directed creative product development for softlines and hardlines on tight turnarounds for over 1,500 SKUs, and serve as in-house expert for apparel across 30+ licensed partnership subscriptions, including brands such as J.K. Rowling's Wizarding World, Marvel, Rick and Morty, Crunchyroll, Funimation, VIZ and Hello Kitty & Friends.
- Ideated, created and collaborated on packaging and print collateral for a variety of products over subscription, ecommerce, retail, and blind box inclusions, incorporating licensed property within brand style guides to convey a story and theme. Produced deliverables within agreed upon timeline and budget.
- Developed brand logos, guides, and assets for high-profile clients including Fresh Prince, Britney Spears, RuPaul, and Cardi B. Managed and maintained relationships with key stakeholders to execute strategy and growth within multiple brand categories.
- Envisioned, built and executed end-to-end production processes resulting in increased consistency across product development, expanding production lead time by 4x.
- Built & led an external ecosystem of artists, providing art direction and coaching, while overseeing new artist acquisition.
- Managed team of up to 6 in-house designers; coordinating and overseeing projects with distributed team; recognized for outstanding work as a top performer and supervisor in 360° reviews.



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Apparel Creative Lead • 2016-2017

Licensed Pop-Culture Subscription Box

LOOT CRATE

- Led and directed apparel creative & brand development across top subscription lines.
- Established and implemented efficiencies, quickly expanding production lead time from 2 weeks to 9 months and leading to over \$1MM savings, company-wide.
- Initiated successful shift in product quality and style, overseeing and creating some of the highest customer-rated items in company history.
- Initiated strategic partnerships & maintained existing vendor relationships.

Founder & Head of Creative • 2019-PRESENT

Online Escape Adventures

LUCO GAMES

- Conceptualization and development of puzzles, challenges, hints and script for top-rated online escape rooms.
- Brand guide development and implementation for marketing, digital advertising, and brand identity.
- Creative direction and in-house illustration for uniquely styled games; manage contractors by providing comprehensive creative briefs, feedback and direction.

Head of Creative • 2013-2016

Community-Sourced Pop-Culture Apparel

TEEFURY

- Established and managed Creative team in curating, developing, creating, & scheduling apparel & home products. Responsible for marketing creative and development of brand category identities.
- Discovered, directed and organized over 1,250 artists.
- Coordinated with Marketing to spearhead successful product innovation and promotion leading to 30% sales growth.
- Developed tools & infrastructure for ongoing project management.
- Initiated strategic partnerships & maintained existing vendor relationships.

CLIENTS INCLUDE

