

# Daniel Hurrell

Award-winning Art Director | Branding Designer | Graphic Designer



07976 807931

Both director and designer with a strong brand approach, I can originate, direct and oversee effective brand identities and campaigns across multiple channels and platforms. Strategically led, I'm driven, curious, collaborative, inventive and above all enthusiastic and passionate about good design - from concept to delivery.

I like to keep my hands dirty and I'm still an active and collaborative creative - rather than just over seeing the work. Over the years, I've picked up the odd award (some very odd) and had the opportunity to lead several creative departments. This has involved the mentoring of creative teams and individuals, as well as the day-to-day running of effective creative projects.

- Cleo Marketing**  
UK and US  
**Creative Head**  
Still scribbling, still dreaming up measurable creative solutions, still writing and still designing. But now it's with a more sustainable flavour. Specifically for clients such as Mastercard, HSBC and Soccer Aid. I oversee the creative output of the family of Cleo brands.
- LogicLogicMagic**  
London  
**Senior Art Director**  
I was hired by this start up agency, who specialise in the B2B technology marketing, to help shape their creative offering. Helping to grow their client base with new business initiatives and expand the breadth of the existing client.
- RDP Marketing**  
Gloucester  
**Creative Director**  
A market leader specialising in agribusiness and animal health. I became their full-time contract Creative Director after re-branding the agency. I conceptualised, executed and managed innovative b2b integrated creative marketing solutions across digital and print.
- Silver Agency**  
Cheltenham  
**Creative Director**  
I developed and directed measurable, award-winning creative deliverables and nurtured creative talent. I was responsible for the quality of creativity, production and staff supervision - I improved and upheld Silver's standard of creative excellence and profitability, while achieving client business objectives.
- Havas helia**  
Cirencester  
**Associate Creative Director**  
As ACD, I conceived, produced and oversaw creative work across traditional and digital media for direct response and CRM campaigns. I was responsible for a team of eight plus freelancers. I helped to set levels of excellence and ensure the agency consistently delivered superior work to clients.
- NBCUniversal**  
London  
**Senior Integrated Art Director**  
Commissioned to work on a series of profile films showcasing extraordinary, but real people. My role was to art direct the shoots, and to conceive and design all the 'off-air' content for the campaign. This covered online, a campaign microsite, and the creation of a photo-library of images for future collateral.

FOR EVERY PROBLEM, THERE'S A CREATIVE SOLUTION.

- OTM**  
London  
**Head of Creative**  
As Head of Creative I built and managed a team of Art Directors, Designers and Technologists. I developed high-level concepts and inspired internal teams. Mine was a hands-on role and I helped to create an environment where the best ideas could be born and thrive.
- Publicis Sapient**  
London  
**Senior Integrated Art Director**  
Teamed with a copywriter and armed with a big fat marker pen, my role as Integrated Art Director involved creating effective, measurable, direct response marketing and advertising campaigns for both on and offline channels. From scamps through to highly finished Mac visuals.
- Orchestra**  
London  
**Deputy Creative Director**  
Providing direction, leadership and inspiration to the creatives of the agency. Additional to my role as a senior creative, I was responsible for ensuring art direction and design was of the highest standards. Working closely with the Creative Director we set the design and creative agenda for the entire agency.
- Lick Creative**  
London  
**Art Director**  
Contracted as Senior Creative working on the Tesco account, the agency's largest. My projects covered in-store POS, promotions and branding of seasonal campaigns, financial products and their telecom offerings.
- News International**  
London  
**Creative Director**  
My role was to create an 'agency' approach to all creative briefs. Generate and oversee activity within The Times, The Sunday Times, supplements and Times Online for clients such as Ariel, Barclays, BMW, Clinique and Ford. Always ensuring all solutions had the 'big idea' behind it.
- Purple Creative**  
London  
**Art Director & Graphic Designer**  
Purple Creative is a creative solutions company offering integrated ideas, designs and brand building. I worked as Art Director and Graphic Designer on a broad range of work including branding, identities, direct marketing, sales promotion, advertising and brand communications.
- Digitas**  
London/NY/Boston  
**Head of Creative**  
I headed up a team of Art Directors, Designers and Artworkers ensuring that all projects answered the brief, that timings were met and that all creative work was produced to the highest standards. As key figure in creating the creative model for Digitas London, I was responsible for all off-line.
- TEQUILA\**  
London  
**Creative Manager**  
I set-up and ran the design studio for this growing agency. During my time, Tequila UK merged twice with two other agencies doubling the creative teams and my responsibilities on each occasion. I oversaw all work, highlighted potential problems and guided where necessary.

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