Daniel Hurrell

Award-winning Art Director | Branding Designer | Graphic Designer

PROFESSIONAL SUMMARY

With over two decades of experience in branding, digital and print design, marketing and visual storytelling, I love bringing ideas to life, building thoughtful brands and creating work that connects with people.

A creative leader across advertising and marketing, specialising in brand identities and integrated campaigns across digital, print and broadcast. I bring a strategic, brand-first approach to every brief, carrying projects from pitch through to production.

I believe the best creative leaders stay close to the work. Rather than simply overseeing projects so, I stay hands-on, working with teams to push ideas further. With a strong creative instinct, I've led creative departments, mentored designers at every career stage and collected industry awards along the way.

EDUCATION

Bucks New University, BTEC National Diploma

QUALIFICATIONS

Highly proficient across Adobe Creative Cloud, I have expert-level experience in Adobe Creative Suite (InDesign, Photoshop, Illustrator and XD). More recently developing my Figma skills. My combination of strategic thinking, creative direction and hands-on design allows me to bring both big-picture vision and meticulous attention to detail to every project.

CONTACT DETAILS

Portfolio: danielhurrell.co.uk

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EXPERIENCE

1. Creative Head, CLEO/Creation Agency | March 2023 – Present

Strategic and design lead across the CLEO family of brands and Creation Agency, delivering measurable cross-channel campaigns, with a growing sustainability focus for clients including: Mastercard, HSBC, SKF, Lenovo and Brother.

2. Senior Art Director, LogicLogicMagic | June 2021 – January 2023

Hired by a B2B technology start-up agency to shape its creative offering, drive new business and grow existing client relationships through strategically led, high-quality creative work for its client portfolio including OKTA.

3. Creative Director, RDP Marketing | February 2018 – July 2020

Joined this agribusiness and animal health specialist agency as a full-time contract Creative Director following its rebrand. Conceived, executed and managed integrated B2B marketing campaigns across digital and print channels for Fullwood Packo and Weaving.

4. Creative Director, Silver Agency, Contract | April 2016 – July 2016

Directed award-winning, measurable creative work while mentoring the creative team and overseeing production quality from concept through delivery. Upheld the agency's creative standards and profitability while consistently meeting client objectives.

5. Associate Creative Director, Havas Helia | August 2015 – March 2016

Conceived and produced creative work across traditional and digital channels for direct response and CRM campaigns. Led a team of eight plus freelancers, setting a high standard for client work.

6. Senior Art Director, NBCUniversal, Contract | June 2015 – August 2015

Commissioned to art direct a series of profile films on extraordinary real people. Conceived and designed all off-air content, including a campaign microsite and a photo library for future use.

7. Head of Creative, OTM, Contract | August 2014 – February 2015

Built and led a team of Art Directors, Designers and Technologists. Developed high-level concepts, inspired teams and fostered an environment where strong ideas could thrive, staying hands-on throughout the process.

8. Senior Art Director, Publicis Sapient | June 2013 – August 2014

Partnered closely with a copywriter to create effective, measurable direct response marketing and advertising campaigns across online and offline channels, working from initial scamps through to highly finished Mac visuals.

9. Deputy Creative Director, Orchestra | July 2009 – June 2013

Directed and inspired the agency's creative team, upholding the highest standards of art direction and design. Worked closely with the Creative Director to set the creative agenda for the agency.

10. Creative Director, News International | September 2006 - September 2007

Primary role 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.