

Daniel Hurrell

Award-winning Art Director | Branding Designer | Graphic Designer

I'm a highly experienced and inventive creative with a strategic, brand-first approach – specialising in developing and delivering impactful brand identities and integrated campaigns across multiple channels and platforms. I bring a strong creative instinct, exceptional attention to detail and a deep understanding of design. I'm passionate about design and take a collaborative, curious approach to carrying projects from initial concept through to final execution.

I believe the best creative leaders stay close to the work. Rather than simply overseeing projects, I remain hands-on throughout the creative process, working closely with teams to push ideas further and deliver the strongest possible outcomes. I've led creative departments, mentored designers at every stage of their careers and managed projects from pitch through to production. Along the way, I've also been fortunate enough to pick up the odd industry award – some very odd.

Highly proficient across Adobe Creative Cloud, I have expert-level experience in InDesign, Photoshop, Illustrator and XD. This 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.



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