

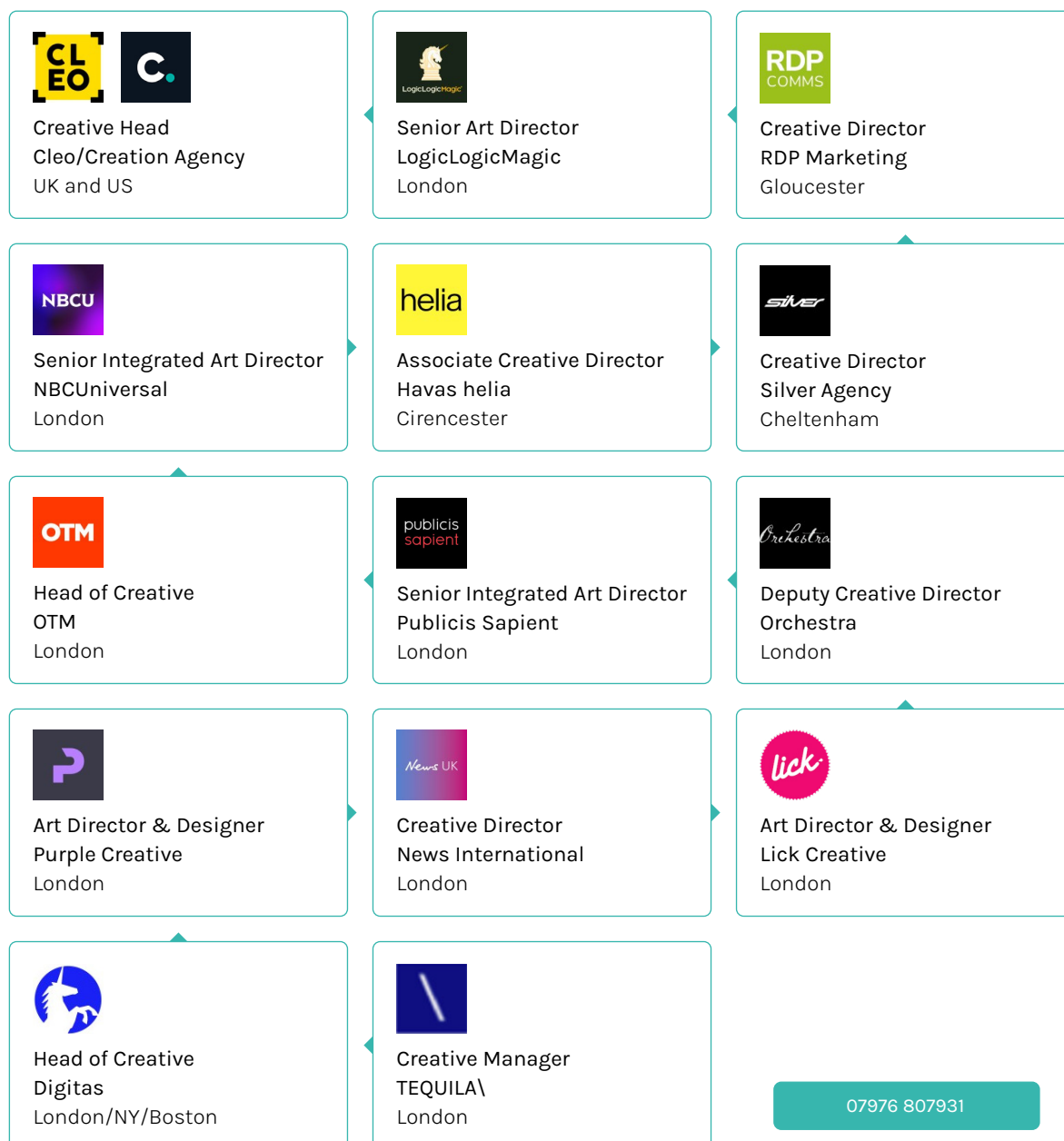
Daniel Hurrell

Award-winning Art Director | Branding Designer | Graphic Designer

I'm an Art Director and Designer with a strategic, brand-first approach, specialising in creating, leading and delivering impactful brand identities and integrated campaigns across multiple channels and platforms. Equally comfortable shaping the creative vision and executing the work, I'm driven by curiosity, collaboration and a genuine passion for great design – from initial concept through to final delivery.

I believe the best creative leaders stay close to the work. Rather than simply overseeing projects, I remain hands-on throughout the creative process, collaborating with teams to produce the strongest possible outcomes. Over the years, I've led several creative departments, mentored designers at every stage of their careers, and successfully managed projects from pitch to production. I've also been fortunate enough to pick up the odd industry award – some very odd.

I'm highly proficient in Adobe Creative Cloud, with expert-level experience in InDesign, Photoshop, Illustrator and XD, enabling me to move seamlessly between strategic thinking, creative direction and hands-on design.



FOR EVERY PROBLEM, THERE'S A CREATIVE SOLUTION.