

David Hutchinson

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About me

Design Lead and Creative Director with 15+ years' experience guiding multidisciplinary teams across brand, digital, social, OOH, and AI-driven campaigns for global clients including TikTok, Coca-Cola, Microsoft, and Kellogg's. I've built a strong track record in improving delivery speed, streamlining workflows, and shaping art direction that produces consistent, high-quality work across every platform.

Meeting client needs is always the priority, but I'm a big believer in giving people room to be creative. If there's a bold or unexpected treatment that's backed by solid design thinking, I love seeing it on the table. Great work comes from a mix of clear direction and the freedom to explore.

Employment Summary

Hogarth – Creative Lead / Senior Art Director

August 2017 – March 2026 South Bank, London

Led a multidisciplinary team across TV, social, OOH, and AI-led creative for TikTok, Coca-Cola, Kellogg's, Birds Eye, and Jameson Whisky, reducing review cycles by 25% and improving campaign delivery speed by 45%. Delivered motion assets, company identities, and retail creative for global roll-outs, improving consistency across channels.

Scary Beasties – Head of Creative

May 2014 – July 2017 London

Led creative delivery for mobile and tablet game projects for Hey Duggee, Doctor Who, and The Gruffalo and was the creative lead on a BAFTA-winning title for Hey Duggee: We Love Animals, this improved client confidence in creative proposals. Designed and shaped award-winning execution across interactive formats to support commercial interest and repeat work for clients.

Net Communities – Director of Creative Services

January 2013 – April 2014 Southwark Bridge, London

Oversaw creative services delivery across developers, creatives, and copywriters for B2B campaigns with Lenovo, IBM, and Microsoft, ensuring high-quality design, on-time delivery and consistent brand standards. Partnered with stakeholders to align creative output with campaign objectives and client expectations raising user interaction by over 150%.

BSkyB – Freelance Art Director

July 2012 – December 2012 Brentford, West London

Guided an 11-person design team through the Sky.com site expansion, improving site clarity and customer engagement by more than 60% across a high-visibility digital platform. Delivered structured design leadership across UX, visual design, and stakeholder review to improve user experience.

News UK – Head of Digital Design

January 2004 – April 2012 London Bridge, London

Led the digital design team delivering websites, animated ads, and audience engagement work for The Sun and The Times, supporting brand consistency and digital audience growth. Managed priorities across multiple publishing stakeholders to keep delivery aligned and efficient. Increased market knowledge and penetration by over 400% by creating Lexi, the Spelling Bee robot.

Skills

- Design Leadership • Creative Direction • Art Direction • Graphic Design • Visual Identity • Brand Management
- Motion Design • Adobe Creative Cloud • Figma • Typography • Layout Design • Prototyping • 3D Design Systems
- Stakeholder Management • Team Management • Video Editing • Campaign Strategy • Individual and team Mentoring