

Kelvin Hughes

Art Direction
United Kingdom

View the full portfolio at <http://www.thecreativefinder.com/kelvinhugheser>

Professional Experience and Curriculum Vitae

An independent graphic designer and art director, very experienced, technically strong and creatively driven, I work through the line from branding to integrated campaigns and across the board from concept to completion. I've gained a wide range of experience designing for both public and private sectors and in industries as diverse as technology, manufacturing, FMCG, retail, leisure and tourism, finance and utilities.

I have developed a disciplined and thoughtful approach to producing design and creative solutions to today's marketing opportunities. I devote as much time getting to know and understand my clients markets and their business objectives as I do to the development and production of the creative product. My work has only one linking factor, it makes a single minded proposition come alive in a compelling way, the results are effective, engaging and communicate with the appropriate target audience.

- Strategy, Insight & Planning
- Creative Concepts
- Art Direction
- Advertising
- Graphic & Print Design
- Identity & Brand Design
- Book Design & Packaging
- Exhibition & POS Design
- Web Design & Development

Previous Clientele

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Awards and Accolades

http://www.kelvinhughes.eu/KelvinHughes_CV.pdf

Awards and Accolades

Member of the Chartered Society of Designers

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