



Maxwell Logan

Senior Art Director & Creative

📍 London, UK

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Languages

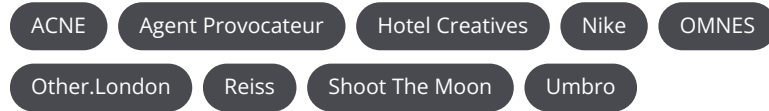
English (Native)

Spanish (Basic)

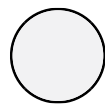
About

London-based creative with 10+ years experience in strengthening relationships for brands and their audiences, and leading cross disciplinary teams. Organised, multi-disciplinary, and highly-driven I've worked with renowned industry leaders whose mentorship has shaped my trajectory. Currently my time is spent developing strategy and leading creative briefs, project-by-project for agencies and direct-to-businesses within my professional network.

BRANDS WORKED WITH



Experience



● Creative Director

Shoot The Moon | Jul 2022 - Sep 2022

Lead the agency creative output for international clients such as NEOM and its many projects such as THE LINE, TROJENA, and OXAGON. Keep the design team fit and firing with ambition and drive to raise the creative bar.



● Freelance Senior Art Director

ACNE | Aug 2021 - Sep 2021

Brought in to concept entire brand and brand world for new digital platform connecting makers and consumers within drinks category.



● Freelance Senior Art Director

Other.London | Jun 2021 - Aug 2021

Brought in to lead art direction for national campaign for Waze (Google). Lead photography, film, sound design, edit, graphic design and illustration.



● Head of Brand Creative

Agent Provocateur | Sep 2013 - Jan 2015

- Lead the global creative and managed the design execution and art direction for six brands across retail, print, digital and social channels.
- Created in-house brand-first digital function from scratch.
- Ensured the new strategic direction was aligned alongside cross-departmentally, defining the scope of projects and allocating team resources and budget.
- Implemented new department working processes and systems, managing production timelines, and putting new hires and commissions into effect.
- Sought to foster a culture of cross-functional collaboration, empowering the design team to think entrepreneurially and reveal new opportunities for the brand.



● Senior Art Director

Reiss | Apr 2013 - Sep 2013



● Freelance Senior Art Director

Hotel Creatives | Mar 2013 - Apr 2013

Lead the redesign of Nike Boxpark and the Nike destroyer capsule packaging.



- **Special Projects Creative**

Nike | Dec 2011 - Jan 2013



- **Snr Art Director & Brand Designer**

Umbro | Sep 2010 - Aug 2011

- Redefined, created, designed and directed all branded multi-channel content alongside the Snr Branding Designer.
- Managed and mentored the Junior Designer in line with category goals.



- **Head of Creative**

OMNES | May 2023 - Now