



# Timothy Hughes

Creative & Art Director

📍 London, UK

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## Links

[Website](#) [Instagram](#)

## Languages

English (Fluent)

## About

An omni channel Art Director with experience in both editorial and commercial practice. My aesthetic comes from exposure to luxury, print and my agency background working across 360° campaigns. I'm passionate about increasing brand awareness through multiple creative touch points.

I collaborate with a large roster of photographers, stylists, beauty artists and set designers to create high-end fashion stories. I also work closely with developers to realise digital experiences across the web.

I function best as a part of multiple teams - covering anything from visual merchandising to product design. I'm hyper creative, organised and fortunate to have worked with amazing people throughout my career so far.

At MATCHESFASHION I was head of the creative department. Working alongside the Creative Director and fashion teams to oversee new shoot creative and assisting where necessary to improve the visual direction of the MATCHESFASHION brand. I managed the design and video teams and our work touched Creative, Design, Fashion, Social, Brand Partnerships and Marketing as a whole.

Whilst at Farfetch, I led the creative for the Media Solutions team. We functioned as a mini agency within Farfetch, enabling brands to re-skin themselves through our lens. I managed all the creative output for the team, from advertorial content to digital experiences, pitch decks to client facing presentations.

I oversaw an amazing team of creatives from design to production. Reporting into the Content Director and VP of Brand Marketing and Media Solutions to ensure company wide aesthetic and strategic cohesion.

Whilst at Vogue, I created web solutions for high end brands within the context of fashion and beauty. It was here that I began branching into Art Direction as I realised I had a passion for conceptualising and visualising a brand's identity within the Vogue umbrella.

I was fortunate enough to work with a brilliant and passionate team within the publishing world. I design for the responsive web, trying new mechanics to create beautiful pieces of interactive work. I also love working in print.

It's this strong balance between the fluidity of web and the structure of print that's become the solid building blocks I use in my design process.

### BRANDS WORKED WITH

- British Vogue
- Bruised Studio
- Condé Nast Publications
- Fact (Foundation For Art and Creative Technology)
- Farfetch
- MATCHESFASHION
- Spring Studios
- Vogue

## Experience

### ● Senior Art Director

Bruised Studio | Jan 2022 - Now

Freelance Senior Art Director working across multiple creative verticals. Bruised have experience across campaign creation (image, video, social) in the luxury sector. Bruised do graphic and web design across e-commerce, film, events and portfolios. Bruised work with clients on creative direction, brand design and strategy.



### ● Head of Creative

MATCHESFASHION | Apr 2021 - Jan 2022

Managing all elements of the creative output at MATCHESFASHION across all on and offline channels, including web, mobile, app, social and email. Working closely with the Creative Director, responsible for developing and delivering all design output. Managing the Art team to ensure content is inspiring, immediate and relevant, coming up with inventive solutions to further accelerate our brand.



- **Art Director**

Farfetch | Aug 2018 - Mar 2021

I was Art Director for the Media Solutions team at Farfetch. I was responsible for managing the site-wide creative execution for partner/client brand advertising. I was instrumental in building and evolving the creative stream within the team, building the platform for custom content and partner collaboration. I lead an incredibly talented group of creatives from design through to production and together we executed some fantastic campaigns across FARFETCH web, app and social. I am proud to have been part of the cross functional teams involved in launching AZ FACTORY, numerous Burberry campaigns and the first instalment of Gucci: Imagined Futures.



- **Digital Designer**

Farfetch | May 2017 - Aug 2018

I was the Digital Designer for the Media Solutions team at Farfetch. Here I undertook the online, site wide advertising from a design and art direction standpoint. I created bespoke content to help brands advertise across FARFETCH as a digital platform.



- **Integrated Designer**

Spring Studios | Dec 2016 - May 2017

Working at Spring Studios as an Integrated Designer. I was a part of a range of projects, working with brands from Huawei through to Salvatore Ferragamo. I was part of an amazing team of creative people working to create incredible advertising for their clients. In my time at Spring I learnt invaluable lessons about strategy, 360 values and a relentless work ethic.



- **Digital Designer**

Vogue | Dec 2015 - Dec 2016

Working within the Promotions team at British Vogue. Creating custom solutions for brands showcased through Vogue and their digital advertising. Responsibilities are concept & design based, working on responsive web solutions, creating engaging content and conceptualising luxury ideas. Dipping into Art Direction whilst still undertaking the design of the custom solutions. Working solely on Vogue and being the digital edge of their creative advertising solutions.

- **Digital Designer**

Condé Nast Publications | Dec 2014 - Dec 2015

Working within the Digital team at Condé Nast UK. Creating custom solutions for brands working a long side Condé Nast and their digital advertising. Responsibilities are predominantly design based, working on responsive designs for a client solution. Working with developers and attending client meetings.

- **Designer**

| Jul 2014 - Nov 2014

17/11/14 - 08/12/14 RED MAGAZINE Freelancing on the print title working with the art team to complete layouts for the monthly printed edition 29/09/14 to 14/11/14 GLAMOUR UK Working along side the tablet team to design digital layouts for the iPad and Samsung devices. 08/09/14 to 26/09/14 HEARST CREATIVE SOLUTIONS Working along side the Promotions team at Hearst for Harpers Bazaar, Esquire and Elle. Designing for print and digital. 18/08/14 - 05/09/14 RED MAGAZINE Freelancing on the print title working with the art team to complete layouts for the monthly printed edition 11/08/14 - 14/08/14 ESQUIRE WEEKLY Freelanced over two issues of Esquire weekly working on iPad and iPhone

layouts. 28/07/14 - 08/08/2014 BRITISH VOGUE Working on the digital version of Miss Vogue October 2014

- **Freelance Graphic Designer**

Fact (Foundation For Art and Creative Technology) | Nov 2013 - Jun 2014

Working part time with the Marketing team at FACT. Whilst there I worked on promotional print material, digital adverts, internal stationary and a host of other design related tasks.



- **Digital Production Assistant**

British Vogue | May 2012 - Sep 2013

I assisted in the production of the monthly tablet edition of British Vogue, my responsibilities ranged from design to art-working to animation

## Education & Training

2010 - 2014

- **The University of Salford**

Bachelor's Degree, Graphic Design