



Andrew Hudson

CURRICULUM VITAE

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Profile Summary as of June 2019

I am an award-winning integrated designer with 20 years of experience in design and studio management, in both Australia and Britain. I have worked in a variety of agencies and direct to clients, on a wide range of projects and types of design work, from branding, press and outdoor to responsive websites, social campaigns and digital marketing.

For the past five years I have been Head of Design at Keko London, a creative agency specialising in finding, influencing and selling to affluent consumers. With clients such as Bentley Motors, Porsche GB, Triumph Motorcycles and Forevermark Diamonds, I was the lead designer across a number of well known global luxury brands and I have been instrumental in their brand development and public perception.

I headed a small but powerful design team with a mixture of permanent and freelance staff that were set up to handle whatever design task was thrown at them. Whether that's branding and strategy, print, digital, owned & paid social, retouching or app design, the scalable team keeps almost everything in house. But it's not all about design, and the role was also somewhat of a studio management role. Briefing, approval and workflow processes were built from the ground up, along with server set up, filing and naming conventions, and this kept the team able to handle big or small projects at breakneck speeds. It's this kind of attention to detail that has become so successful for Keko London's proven pitch record (currently four wins on the trot).

I am highly motivated and passionate about design and typography; I work very well under pressure, and enjoy the lively atmosphere of a busy agency/studio environment. I am a great leader as well as a team player, and enjoy positive working relationships with colleagues, senior management and clients.

As of June 2019 I am available for freelance and consultancy work.

Find a full profile of my work history and skillset [here](#).

Contact Details

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Employment History

Head of Design: Keko London
September 2014 – June 2019

Freelance Senior Designer
May 2013 – September 2014
Clients included OgilvyOne & CHI & Partners

Head of Design: Bray Leino (London)
June 2012 – May 2013

Senior Designer: DLKW Lowe (London)
September 2008 – June 2012

Senior Designer: London Transport Museum
September 2007 – August 2008

Freelance Senior Designer
March 2007 – September 2007
Clients included Pentagram, Wolff Olins, DLKW Lowe

Studio Manager/Senior Designer: Purity (London)
Oct 2006 – March 2007

Freelance Designer
Jul 2006 – Oct 2006
Clients included AGI TM, 3 Mobile, Purity

Studio Manager/Designer: Momentum (Sydney)
Dec 2005 – Jul 2006

Freelance Designer
Aug 2005 – Dec 2005
Clients included AGI TM, Momentum, Ogilvy & Mather

Designer: Fame Advertising (Sydney)
Nov 2001 – Aug 2005

Art Director: Red Energy (Sydney)
Mar 2000 – Nov 2001

Qualifications

Bachelor of Design
University of Newcastle (Australia)
1996 – 1999

Awards [Click on any to see the work](#)

Best Hardback Book: Gold medal
Print, Design & Marketing Awards 2019
Bentley WO Mulsanne Handover Book

Best Hardback Book: Shortlist
Print, Design & Marketing Awards 2016
Bentley Bentayga Customer Book

Best Magazine: Shortlist
Print, Design & Marketing Awards 2016
Pure Bentley

Best Poster Advertising: Gold
Fresh Awards 2014
Krispy Kreme Nessie Outdoor

Best Consumer Goods Ad: Gold
Roses Creative Awards 2014
Krispy Kreme Nessie Outdoor

Best 48 Sheet or 96 Sheet: Bronze
Roses Creative Awards 2014
Krispy Kreme Nessie Outdoor

Ad of the Day
Campaign Magazine 13 August 2013
The Times Goals Outdoor

Best Poster: Commendation
Creative Circle Awards 2011
Trainline 6 Sheet

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Some Work Examples

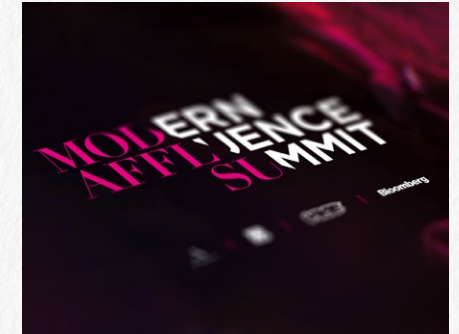
Click on any of the thumbnails to view the work, or see my full website [here](#).



BENTLEY



SPIRIT OF YORKSHIRE



MAS



BLOOD UK



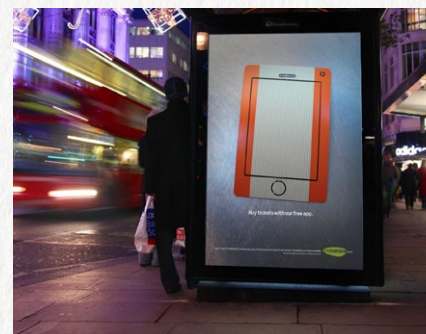
THE TIMES



KRISPY KREME



MARSTONS



TRAINLINE



NYETIMBER