

TOM REES

ART & CREATIVE DIRECTOR

PROFILE

Concept-led Senior Art Director and Creative Director with 16+ years' experience developing ideas from first sketch through to final artwork.

Hands-on across art direction, visual identity, campaigns and integrated experiences, with experience leading creative teams, pitching to senior clients and building work for global brands.

Selected Clients:

The NHS, Deloitte, Channel 4, Durex, Jaguar Land Rover, Carlsberg, Asda, GAME, Specsavers, Macmillan Cancer Support, British Heart Foundation

PROFESSIONAL EXPERIENCE

Freelance Creative Director / Senior Art Director

Self Employed | London / Remote | Jan 2026 - Present

- Developed and delivered campaigns, visual identities and brand projects for Carlsberg, Lam Research and The Fame Index, working directly with clients from concept to completion.

Senior Art Director & Interim Head of Design

Deloitte 368 | Leeds / London | Sep 2021 - Dec 2025

- **Led across Deloitte 368's Concept and Design teams**, managing four direct reports and stepping in as Interim Head of Design, **strengthening internal creative capability and contributing to £8m in annual savings.**
- **Directed The Green Room podcast OOH campaign from concept to execution**, generating **40M+ impressions, #6 on Apple Business Charts and #5 on Spotify**, transforming a new podcast into a high-profile brand campaign and earning **Drum Awards Silver.**
- **Created Deloitte's Global Sustainability & Climate visual identity**, earning a **Best Visual Design shortlist at the Inside Out Awards 2025**, transforming complex sustainability communications into a distinctive and cohesive visual system.
- **Art directed and designed creative across major campaigns and partnerships including NHS, Channel 4 and Deloitte Annual Review**, directing teams from concept through to final delivery and presenting creative to senior stakeholders.

Creative Lead

Summit Media | Leeds / London | Jan 2015 - Sep 2021

- **Founded and led Summit Media's creative department**, building the team and processes that expanded the agency's creative capabilities and helped win major brand accounts.
- **Ran Durex's transition from retail to direct-to-consumer**, creating campaigns that generated **68k leads, 10.4k sales and 15M impressions.**
- **Developed the pitch-winning creative direction for Ann Summers**, helping secure the account and contributing to a campaign that delivered **388% YoY organic traffic growth and 1,258% visibility growth.**
- **Pitched and won major accounts including Jaguar Land Rover, Specsavers, Ann Summers, The Range and Birds Eye**, expanding Summit's client portfolio and commercial reach.

CONTACT

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My Portfolio:

tomjamesrees.com/portfolio

SKILLS

Creative Direction: Art Direction, Creative Concepting, Concept Development, Creative Strategy, Pitching, Creative Leadership, Team Management, Mentorship, Client Presentation, Stakeholder Management

Brand & Campaign: Campaign Development, Visual Identity, Brand Guidelines, Content Marketing, Direct-to-Consumer

Channels: Digital, Social, OOH, Print, Motion, Experiential, eCommerce

Craft: Graphic Design, Illustration, Typography, Layout, Image Direction

Tools: Adobe Creative Cloud, Figma, After Effects, Procreate, Keynote, Midjourney, Adobe Firefly, Generative AI

EDUCATION:

The University of Leeds:

BA (Hons) Visual Communication

School of Thought:

12 Week Creative Programme

The D&AD:

Art Direction Workshops

SELECTED AWARDS:

The Drum Awards:

Gold: Best Use of Print,
Silver: Best Advertising

Inside Out Awards:

4x shortlisted: Best Campaign, Best Visual Design, Best Illustration

Creative Floor Awards:

Winner: Digital Tactic Award

Performance Marketing Awards:

Winner: Content Marketing Campaign

Biddable Media Awards:

Winner: Retail Campaign of the Year
Winner: Best Global Use of Facebook & Instagram Ads