

**Darren Hughes CV**  
**DOB: 05 / 03 / 1974**  
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**hello@mrddarrenhughes.com**

A creative leader with over 20 years of experience in design, branding, and innovation. I have led multidisciplinary teams at top agencies and organisations, delivering successful campaigns and products. I developed and launched a digital business Withoomph.com, which was later acquired by Canva.com, and currently have a beta AI digital product, darta.run, aimed at the running market. My expertise covers sports, health, and digital platforms, including my work as Creative Director and Head of Innovation at British Cycling, and ZPB Associates where I drove key initiatives. I'm passionate about creating impactful, user-centered designs and am now looking for new challenges where I can apply my strategic thinking and leadership to shape the future of brands and experiences, particularly in the sports industry.

#### Key skills

**Creative leadership** Led multidisciplinary teams to deliver impactful campaigns

**Brand strategy** Expertise in evolving brands through innovative design

**Digital product development** Launched Withoomph.com (acquired by Canva) and developing darta.run

**Sport & health innovation** Drove initiatives at British Cycling as Creative Director and Innovation Lead

**Design & art direction** 20+ years creating strategic design solutions for top brands

**User-centered design** Focused on creating engaging, human-centered experiences

**Digital platforms** Experienced in building and managing digital products

**Strategic thinking** Skilled in long-term vision and execution for brands

**Teaching & mentoring** Experience teaching and mentoring design talent

#### Experience

**Darta.run**  
Director  
2024-Present

**Freelance**  
Design & Innovation  
2022 – Present

**British Cycling**  
Innovation Lead  
2020 – 2022  
Creative Director  
2018 – 2022

**Withoomph.com**  
Director  
2014 – 2018

**Freelance**  
Creative Director  
2012 – 2018

**Love Creative**  
Creative Director  
2008 – 2012

**Wieden + Kennedy**  
Senior Art Director  
2006 – 2008

**Springer & Jacoby**  
Head of Design  
2005 – 2006

**Albion  
Communication**  
Senior Designer  
2002 – 2005

**Crescent Lodge  
Design**  
Senior Designer  
2001 – 2002

**Meta Design**  
Designer  
2000 – 2001

**Imagination**  
Designer  
1999 – 2000

**Royal College of Art**  
Typography Lecturer  
1997 – 1999

**Alan Kitching**  
Type Workshop  
Designer  
1993 – 1997

#### Education

**MA (RCA) Art & Design**  
Royal College of Art  
1999 – 2001

**BA (Hons) Graphic Design**  
Camberwell College of Arts  
1994 – 1997

**HND**  
Colchester Institute  
1992 – 1995

**BTEC Art foundation**  
Rotherham Arts College  
1991-1992

#### Teaching experience

**Miami Ad School**  
Lecturer  
2005 – 2006

**London College of  
Communication**  
Visiting Tutor  
2002 – 2003

**Southampton Institute**  
Visiting Tutor  
2003 – 2004

**University of Brighton**  
Visiting Tutor  
2003

**Kent Institute of  
Art & Design**  
Visiting Tutor  
2001 – 2003