



Joe Durr

Creative Direction
+ Brand Development

Google

twitch



vodafone

MARVEL

BT

DARKTRACE

CHASE

prime video

Crafting visionary experiences for forward-thinking brands

I develop tech-infused brand strategies and narratives that captivate audiences and creative teams to drive measurable impact - which is only deepened by a holistic appreciation for the marketing function and multi-disciplinary experience.

As a Creative Director, I specialise in crafting thoughtfully minimal, timeless creative solutions for forward-thinking brands, delivering genuine value through meaningful, authentic storytelling. **Let's connect.**



Achievements

2025

→ Launched a high-budget global brand featuring celebrity talent Clark Gregg that reached over 10 million views globally. Winning **3 x Gold and 2 x Silver at The One Club, 2025 San Diego Awards.**

→ Founded Northern Cultural - a social enterprise aimed at providing **strategic guidance and funding access** for artists, institutions and communities across northern England.

2024

→ Developed a scalable design system and event activation kit to support a global roadshow **spanning 50 cities**, flawlessly executed in collaboration with partners worldwide.

→ Spearheaded the redevelopment of Darktrace's **visual and verbal identity**, positioning the brand as a market-leader in cybersecurity. The work was recognised as a finalist at Webflow Awards 2024 for Rebrand of the Year.

2023

→ Provided creative direction and led production for an immersive online experience, utilising **WebGL**, showcasing the collaboration between **Marvel** and **Audemars Piguet**, promoting a luxury watch collaboration which retailed at \$250k.

→ Oversaw the launch of Darktrace/Email, an AI email security product, through a comprehensive social and digital campaign, website overhaul, product videos, and creative positioning.

→ Led a **360° launch campaign** for Darktrace HEAL™, complemented by a product video that captured the attention of the British Prime Minister.

2022

→ Directed and produced an immersive activation for **Chase Bank** at the **Commonwealth Games**, featuring a virtual world linked to physical bikes, where we overcame technological challenges to ↓

joedurr.com

Password: [earlybird](#)

Awards

Gold - Integrated Branding Campaign
The One Club, 2025 San Diego Awards

Gold - Campaign Film
The One Club, 2025 San Diego Awards

Gold - Brand Photography
The One Club, 2025 San Diego Awards

Rebrand of the Year - Finalist
Webflow Awards 2024

D&AD New Blood Award
For Keypool - a social enterprise innovation

Connect Award
For All Sought Inc - a rapid product development lab

Education

Digital Advertising and Design
Ravensbourne, University of Arts London
1st Degree Hons



build the product from scratch. The activation was attended by Olympic gold medalist **Sir Chris Hoy** and generated a donation of **7,426 books** for school libraries, leaving a lasting legacy.

2022

→ Orchestrated a global rebrand for Darktrace, a **FTSE 100 company**, across London, New York, and San Diego, collaborating with agency partners. Pioneered brand management tools and strategies, with the rebrand unveiled at the 2022 British Grand Prix, gaining the eyes of 2.2m in domestic viewership alone.

2021

→ Collaborated with **McLaren Racing** to deliver creative assets for the F1 partnership, featuring talents including Lando Norris and Carlos Sainz.

→ Led creative efforts for **£17m of annual ad spend** across digital, print, social, and OOH channels. Partnered with Transmission Agency to halve CPL in digital activities, with notable placements in publications such as **NYT, FT, Economist, and Nikkei**

Experience

Creative Director	Darktrace
Currently, I report to the VP of Brand and manage a team of 8, overseeing EMEA executions across web, video, design, print, events, advertising. My team's efforts contributed to Darktrace ARR increasing over 300% to \$658.4m. Recognised through the Leadership Excellence Programme.	2022 → 2026
Lead Brand Designer	Darktrace
Championed new creative styles and brand cohesion across global teams to elevate consistency. This foundation enabled scalable execution for our team and a seamless global rebrand for Darktrace.	2019 → 2022
Founder + Digital Director	³ axis
Leading the creative technology arm of the business, I developed bespoke experiential activations for physical events and online campaigns. Clients included: Marvel, Commonwealth Games, Twitch, Audemars Piquet, Nike, Hypebeast, Lord of the Rings: Rings of Power, Chase Bank, Emerge Web3.	2020 → 2024
Creative Specialist	RCCO
Predominantly working on the Google account, I supported on branding, design, animation and videography. Additional clients included: Youtube, Grab, Pure Gym and Ad Lib.io.	2018 → 2019
Film Director	Freelance
Largely shooting social content with rapid turnarounds. Clients included: Vodafone, Barclays, Candy Crush, HM Government, NHS, Amazon Prime, Calm, Lipton, Sainsbury's Bank, M&S, Hellmann's.	2014 → 2020