

Andrew Difford

Design / Creative / Art Direction

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British Citizen

What you get

Andrew has 23 years of experience delivering branding, packaging, and campaign design for global brands including Unilever, Premier Brands, WWF, WILDAID, Isuzu, KFC, H&M, Nando's, and Nivea. Co-founder of Elektrik Design Agency, with expertise spanning FMCG, fashion, advertising, software, and non-profits. Skilled creative roll-outs of brand strategy, and producing bold, engaging visual solutions across print, digital, and experiential platforms.

Skills

Branding
Graphic Design
Art Direction
Creative Direction
Packaging Design
Key Visuals
360° Campaigns
UI / UX / Web Design
WordPress
AI Imaging

Tools

Adobe Creative Cloud
Figma
Miro
Asana
Canva Pro
Elementor
WordPress

Education

Digital Diploma
Graphic Design & DTP
Hirt & Carter Group
2001 - 2002
Graduated first in class,
design featured in
*FROST UK magazine

A-Levels
Westville Boys
High School
1996 - 2000
Art - A
Geography - A
English - B

Experience

References available upon request.

Founder / Freelance Creative Director | **Diff Design** 2025 - Present

Creative Design and Direction for global clients. Concept, storyboarding, design, and illustration, manage and direct animators for WILDAID infographic videos. Creative Direction and Brand Management for DR. TROUBLE. Creative execution of Fast Track interactive presentation, securing Earth Touch (UK) a permanent placement on prominent global platforms such as Netflix and Hulu.

Senior Designer / Product Success Manager | **Ideagen** 2024 - 2025

Collaborated with stakeholders and the VP to deliver high-impact presentations, campaign roll-outs, creative assets, videos, and internal software updates, concept and rollouts of experiential events such as the 2025 GLOBAL HACKATHON, internal communications, and digital engagement.

Senior Designer / Art Director | **Avatar Agency Group** 2023 - 2024

Collaborated with teams to deliver campaigns and brand identities for global brands, including ISUZU, KFC, H&M, Tecno, BP, Nivea, Castrol, Nokia, and Unilever. Led visual direction of national ATL and BTL campaign rollouts for brand activations, product launches, brand awareness. Managed production, designed key visuals and UX/UI, mentored creatives, and presented concepts to enhance engagement.

Creative Director | **RCL Foods** 2018 - 2023

Led creative direction, art direction, and graphic design for 20 leading South African FMCG brands. Developed branding concepts, rollouts, and executions while presenting ideas to marketing, HR, internal comms, and sales teams. Collaborated with M+C SAATCHI, OGILVY, BARROWS GLOBAL, managing photographers, animators, videographers, copywriters, stylists, and web developers. Designed packaging, product concepts, and PWA websites, App UX/UI, while adopting new technologies and trends to grow brands.

Co-Founder / Creative Director | **Elektrik Design Agency** 2012 - 2018

Co-founded and directed a creative agency with 8 staff, delivering branding, packaging, and campaigns for clients across South Africa, the UK, the USA, Australia, and the Netherlands. Oversaw creative direction, client strategy, and project delivery.

Earlier Roles

Mid-Weight Graphic Designer | **Wisdom and Youth** 2010 - 2012

Mid-Weight Graphic Designer | **Modern Museum** 2009 - 2010

Junior Graphic Designer | **Printinco** 2006 - 2009

Junior Graphic Designer | **iTalk Cellular** 2002 - 2004