

Adam Horrigan

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CREATIVE DIRECTOR | BRAND AND EXPERIENTIAL

PROFILE	Creative director with nearly 20 years across brand, experiential, and integrated work for Citi, the U.S. Army, and State Farm. I turn complex briefs into clear creative platforms, win new business, lead and mentor teams, and stay hands-on in the work, from first concept through production.	
EXPERIENCE	Independent Creative Director	2025–Present
	Creative Consultancy, Chicago · Clients include Google, Intuit, Databricks, and TransUnion	
	– Lead strategy and creative for experiential and brand engagements, partnering with agency and client leadership – Take work from brief to executive pitch across concept, narrative, and visual systems – Built AI-augmented workflows to accelerate ideation, iteration, and production across engagements	
	Executive Creative Director	2025
	Pinnacle, Chicago	
	– Won Emotiv's CES 2026 debut as a \$1.4M new business pitch, then directed the 4,000 sq ft experience through live execution, featured in Event Marketer – Directed strategy and creative for Freedom Forum's 1A Fest and Freely Festival	
	Head of Creative	2024–2025
	Hirschfeld, Cornelius, North Carolina	
	– Directed Heluva Good! sponsorship activations across the Fiesta, LA, and Guaranteed Rate Bowls, including fan experiences, sampling, in-venue LED, and social – Led the agency rebrand from HMS Hirschfeld Marketing Solutions to Hirschfeld, spanning naming, identity, go-to-market, and social – Led multidisciplinary teams across creative, account, production, and fabrication from concept through execution	
	Senior Creative Director	2022–2024
	Publicis Groupe (PubX), Chicago	
	– Secured Experiential Agency of Record status for Citi Global and led the account – Created Citi's global experiential design playbook for branded environments and spatial storytelling – Won 8 of 12 new business pitches, contributing to \$9M in new business	
	Creative Director	2017–2022
	The Marketing Arm (TMA), Chicago	
	– Led creative for the U.S. Army and State Farm's multicultural marketing across brand, film, motion, and digital – Created the Army's Pathfinder Arena, a live virtual career event that reached students nationwide – Created State Farm's Neighborhood of Good, a festival activation that drove 24,000 acts of goodwill – Partnered with cross-agency teams on above-the-line creative for Army Officership	
	Earlier Roles	2013–2017
	SGK, Energy BBDO, OKRP, ARC, Conversant · Chicago	
	– Associate Creative Director at SGK, leading Amway brand, packaging, and event creative – Helped OKRP win Ace Hardware as AOR; design and art direction for SC Johnson and Walgreens	
AWARDS	Silver, Event Marketing , Financial Communications Society	2024
	Gold Ex Award, Best Consumer Environment , Event Marketer	2019
	Reggie Awards: Silver (2) , ANA	2019–2020
	Pro Awards: Gold, Silver, Bronze , Chief Marketer	2019–2020
EDUCATION	MFA, Visual Communications Design , School of the Art Institute of Chicago	2014
	BA, Art , Buffalo State University	2005
SKILLS	Creative direction · Art direction · Brand and visual systems · Experiential and environmental design · Integrated campaigns · Concept development · Presentation and narrative design · Team leadership and mentoring · Creative operations · Generative AI workflows · Adobe Creative Cloud	