Adam Horrigan

CREATIVE DIRECTOR | BRAND AND EXPERIENTIAL

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PROFILE

Creative director leading 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

- Won TransUnion as a new client and led strategy and creative for its TAMS 2026 presence
- Created a guide character and visual style system for Google Cloud
- Led concept development and rapid prototyping for a multi-month Databricks program
- Use AI to hold each client's brief, brand rules, and strategy so teams explore wider and push ideas further

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
- Designed mobile bars for Anheuser-Busch, including a fold-out trailer pulled by a semi

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 103-page global experiential playbook for branded environments and spatial storytelling
- Won 8 of 12 new business pitches, contributing to $9M in new business
- Directed 16 creatives across concurrent projects

Creative Director 2017–2022
The Marketing Arm (TMA), Chicago

- Created and pitched State Farm's Neighborhood of Good, a festival activation that drove 24,000 acts of goodwill and won a Gold Ex Award
- 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

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