

JAMES HURST

PRESS KIT / 2026

VP & Global Executive Creative Director at HelloFresh

BIOGRAPHY

James Hurst is currently VP & Global Executive Creative Director at HelloFresh, based in London. He is a creative director, author and speaker with more than 20 years' experience building brands, creative teams and design systems at global scale. Previously, James was Global Creative Director at Pinterest, Head of Brand Design at Google and Creative Director at Tinder. Earlier in his career, his work at DesignStudio included collaborations with brands such as Airbnb, Deliveroo and Typeform. James is the author of *Use Design To Design Change* and *Weird the Normal / Normal the Weird*. He co-founded Rogue School, an independent platform for practical creative education, and creates community projects including First Things Club and Assembly Sessions. Alongside his design practice, he writes, speaks about creativity and leadership, and releases electronic music. His work explores how clear ideas, distinctive craft and strong creative cultures can help organisations make meaningful change.

SELECTED TOPICS

Creative direction / Brand transformation / Design leadership /
Creative culture / Artificial intelligence / Education

AT A GLANCE

Based in London
20+ years in creativity
Previously Pinterest
Google and Tinder
Author and speaker
Rogue School co-founder

PROFILES & PROJECTS

LinkedIn

linkedin.com/in/mr-james-hurst

Instagram

instagram.com/hellojameshurst

Spotify

open.spotify.com/artist/3nUxWyJA0pmE30Mjxd1ms4

D&AD

dandad.org/creative-community/directory/james-hurst

Rogue School

rogue.school

First Things Club

firstthings.club

Assembly Sessions

assemblysessions.com

PRESS IMAGES

High-resolution downloads: hurst.world/about#press-images



PROFILE / B&W

Photography: Byron Parr.



FRONT / COLOUR



PORTRAIT / COLOUR

PRESS, EVENTS & COLLABORATIONS

hello@hurst.world

hurst.world/about