

INTERESTED IN WORKING AS A DESIGN DIRECTOR AT AN INTEGRATED CREATIVE AGENCY?



Hear from Sarah Cuppitt, design director from Chaos Design!



1. How did you get into this creative career?

I studied at the Surrey Institute of Art and Design before earning a Graphic Design degree from Kingston University. After interning at several London agencies for a year, I started as a Junior Designer at a top branding agency, which helped launch my design career.

3. What are the steps a young person should take to go into this career?

Study creative subjects at school – art, design tech or any other subjects that might give you exposure to the world of creativity.

5. How did you know this is what you wanted to do?

Growing up with dyslexia, I often saw the world a little differently, this shaped my perspective and fuelled my passion for creative subjects. With my dad running a design agency, and I loved watching the designers work and the atmosphere in the studio. The creative industries felt like a natural choice.

2. What advice would you give to somebody looking to get into this career?

Prepare for a long but rewarding journey. The creative industries are highly competitive, and in an AI-driven world, your most valuable asset will be your ability to think creatively, differently, and solve problems. Don't just focus on honing your artistic or design skills—stay curious about other subjects and hobbies. All creatives are like magpies, constantly gathering inspiration from everything around us.

4. What is your favourite thing about the industry you have chosen to work in?

My favourite part of working in the creative industry may not be unique, but it's true—I love that I get to be creative every day.

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Breaking Down Job Titles at Creative Agencies



Job Description: Design Director



Creative Director Roles in an Agency



Design Director Job Description Template

