

**POR
TFO
LIO**

Dan Cahill



HELLO THERE...

Welcome to my portfolio — a selection of work that reflects my experience as a creative leader, strategist, and hands-on designer. These projects span brand identity, digital platforms, campaigns, and print, created across global brands, agencies, and in-house teams.

Clients

A selection of some of the higher profile business I have worked with.



Agencies include:



Project number 1

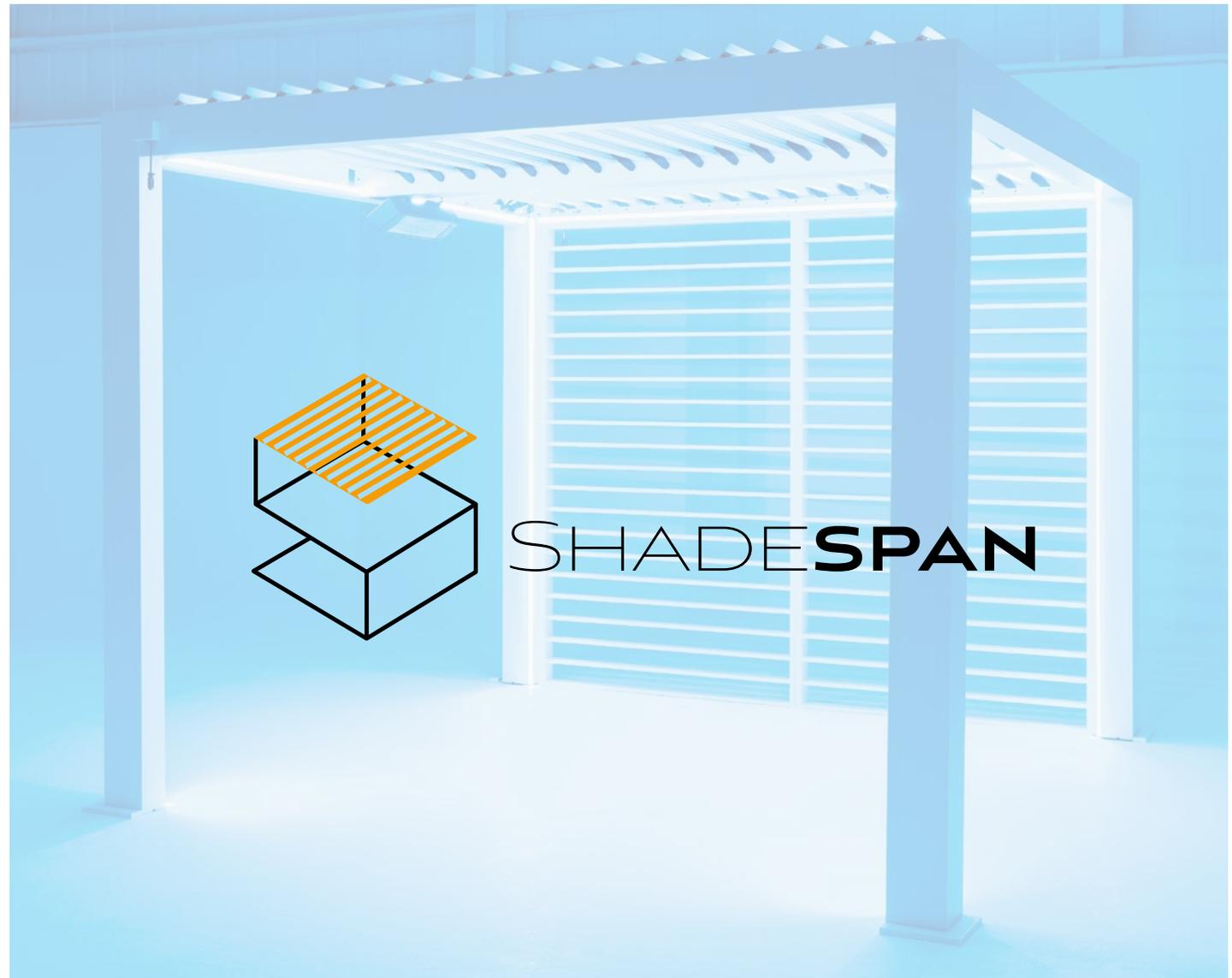
Shadespan

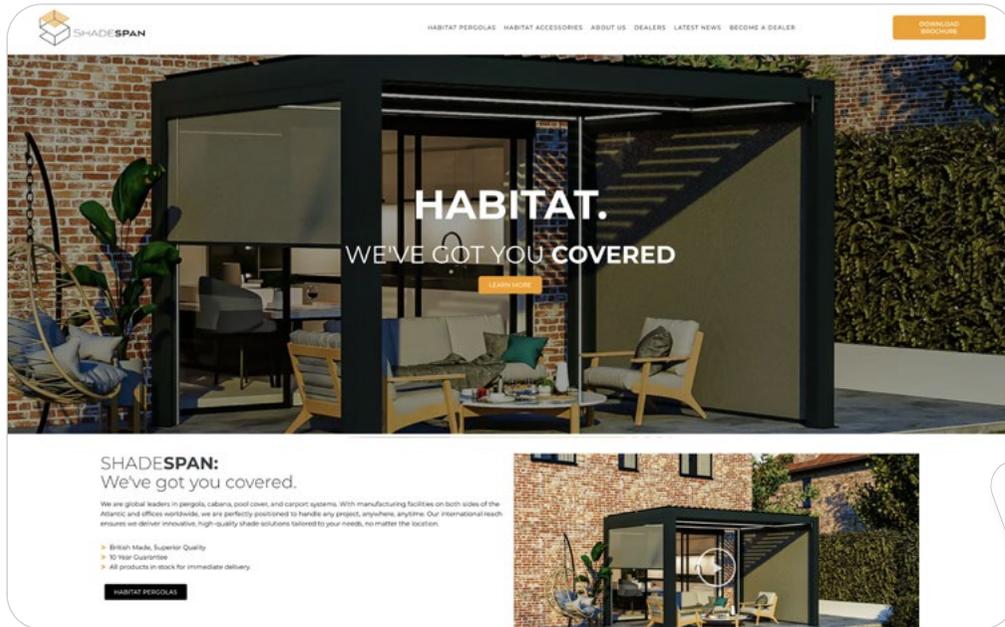
I was introduced to the founder of ShadeSpan — a premium pergola brand — through a business connection. He was seeking a creative partner he could trust to help shape the brand from the ground up.

Starting with a blank canvas, I developed a bold and vibrant brand identity, designed and built their online presence, and created a suite of supporting print materials.

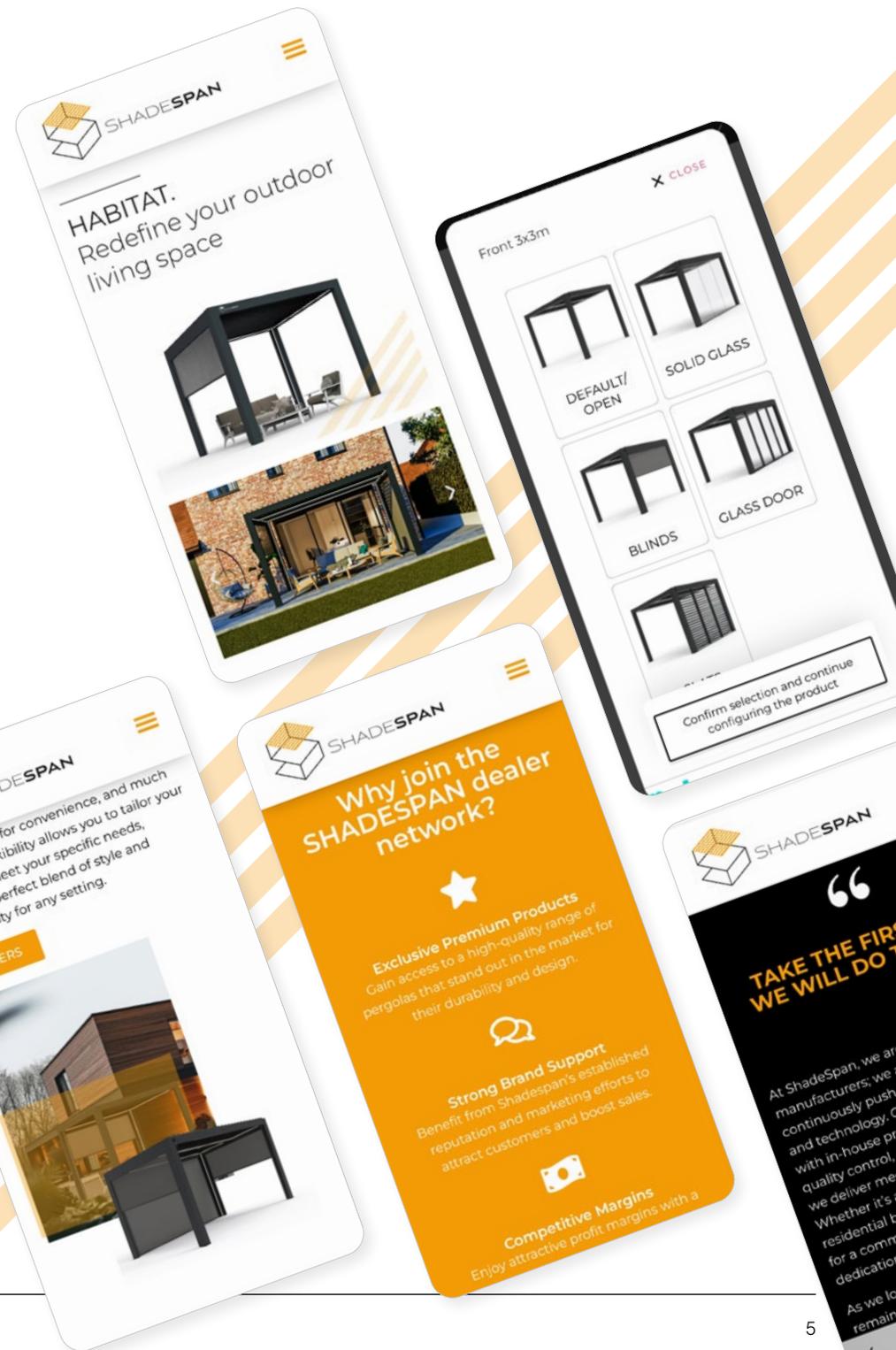
I also directed a photoshoot and provided creative direction for their social media content, ensuring a consistent and impactful brand experience across all touchpoints.

To the right is the brand logo and mark.





ShadeSpan's website features a bespoke product configurator and is built on the WordPress CMS. It operates as a multisite installation to support multiple countries, allowing for localised content and management while maintaining consistent brand standards.



Project number 1



Elegant Minimalism: A clean and sleek approach to product packaging, emphasizing simplicity and sophistication in design.

Examples of print materials

HABITAT. BY SHADESPAN

THE PERFECT ADDITION

Redefine your outdoor living space with our Habitat Aluminium Louvered PERGOLAS.

HABITAT. PERGOLA

With over 25 years of expert manufacturing experience, ShadeSpan is a global leader in pergola systems. Our dedication to innovation, quality, and precision ensure that we deliver exceptional products that stand the test of time, making us the trust choice for clients worldwide.

- 15 Year Structural Guarantee
- Endless Design Possibilities
- Highest Standards Of Quality



Project number 2

Aqueous Digital

This brochure was created for Elite Sports to showcase reputation management as a core agency service. Targeted at athletes, coaches, agents and sporting executives, it communicates the importance of proactive digital oversight in protecting careers, preserving personal brands and safeguarding endorsement opportunities in today's high-visibility sporting environment.

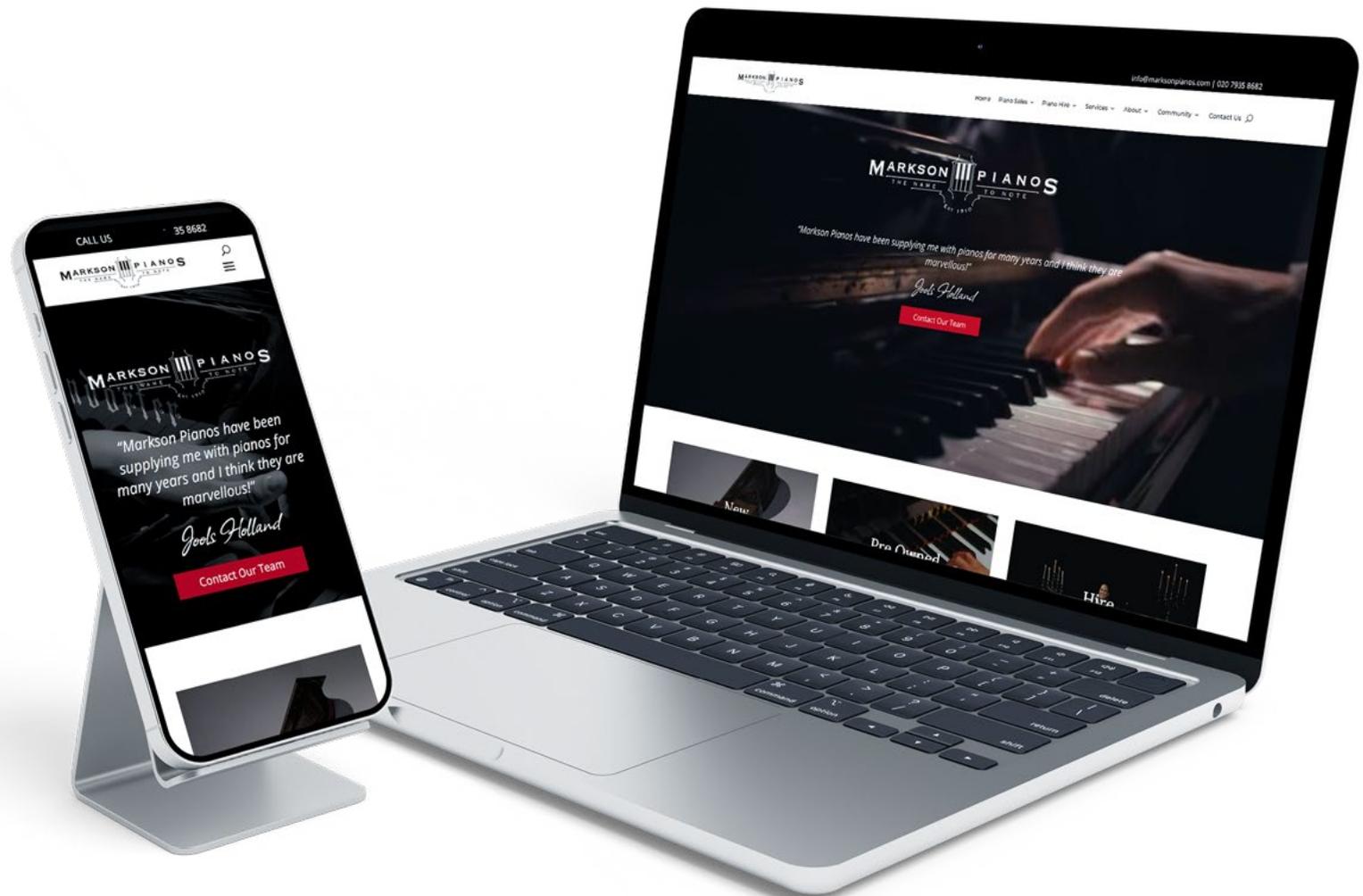


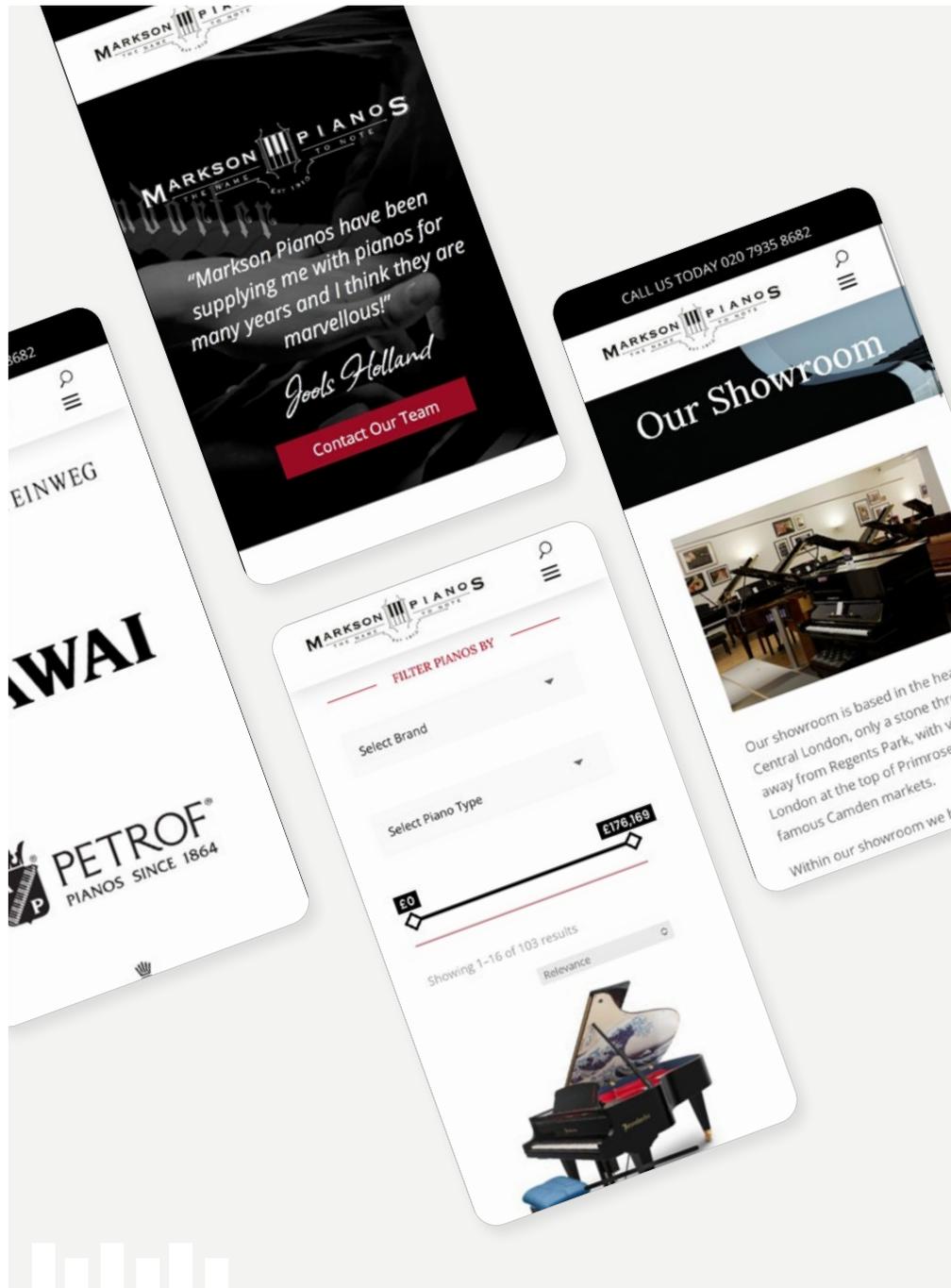
Markson Pianos

Markson Pianos is a long-standing SEO client at the agency I work with. Their previous website was outdated, both in design and functionality, and no longer reflected the quality of the brand or their offering.

I led the creative direction for the redesign, overseeing our in-house designers and developers to deliver a bespoke new website

that is both visually engaging and technically robust. A key feature is a custom-built filtering function, which I personally designed and developed, allowing users to easily browse and refine the extensive piano range. The result is a modern, responsive site that improves user experience and supports ongoing SEO and conversion goals.

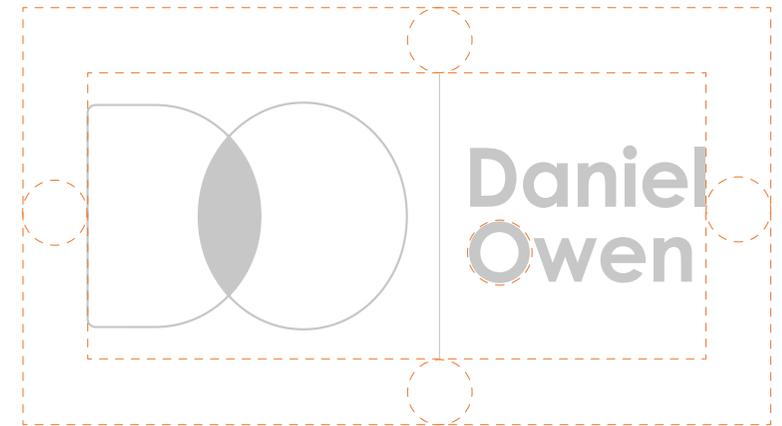
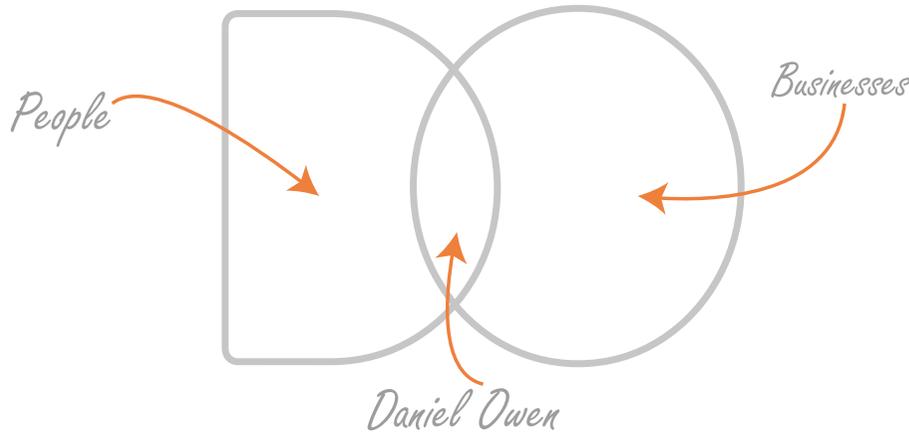
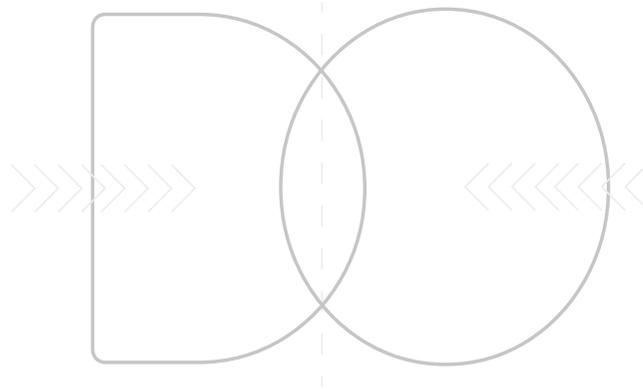
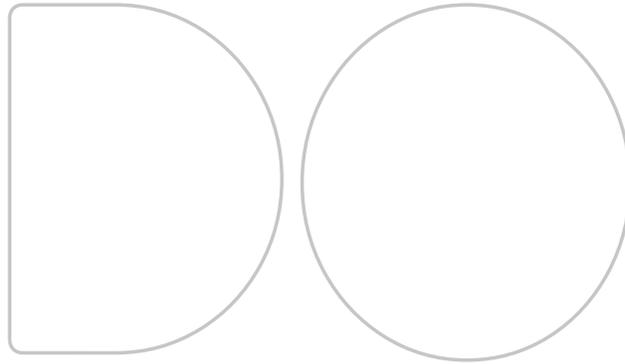




Improvements to the existing brand identity with better photography and examples of the UI to demonstrate consistency and usability across mobile devices.

Daniel Owen

While working at Venn Digital, I was introduced to Daniel Owen, a recruitment business undergoing a full rebrand and website redesign in partnership with the agency. I worked directly with the client to develop their new brand identity from the ground up. Over the following pages, you'll see both the initial concepts and the final logo, along with key visuals that formed part of the refreshed brand direction.





Branded items



Visual identity



Wall branding



Brand Identity

Advertising



A selection of adverts and promotional campaigns for both Adidas and Thomas Cook Sport.

SciMed

I've worked with SciMed for many years, and their latest website marks the second I've designed and built for them — the previous version launched in 2018. With the brand evolving and digital expectations shifting, a refresh was overdue.

For this iteration, we simplified the product UI and placed greater emphasis on the mobile user journey to improve usability across devices. We also incorporated updates to the brand identity, introducing red as a strategic highlight colour to enhance visual impact and consistency.

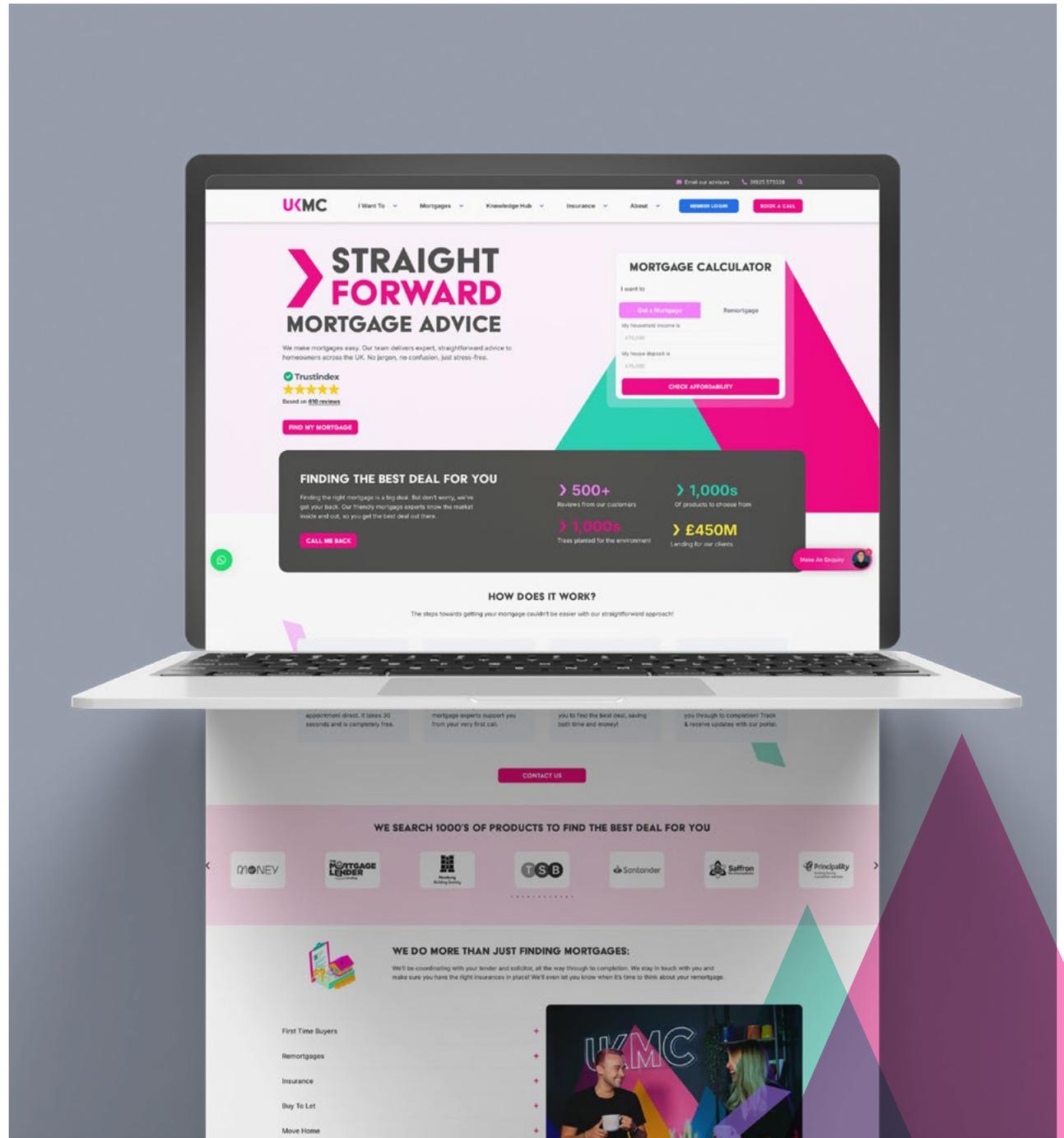


UKMC

UKMC, a specialist mortgage broker, based in the North West. They approached us to improve the UI and UX of their website in line with a newly developed brand identity.

I led the project from initial pitch through to final delivery, acting as the sole point of contact with the client.

With a clear vision from the client, I brought in and directed a trusted freelance team to bring the concept to life — ensuring the end product was both visually aligned with the brand and functionally intuitive for users.

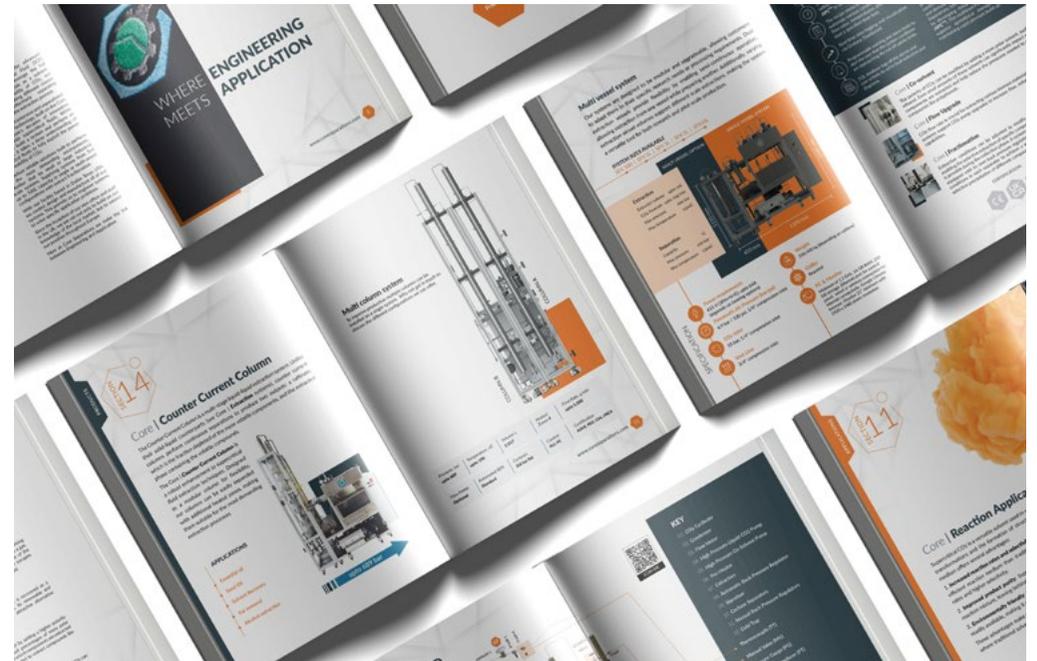


Core Separations

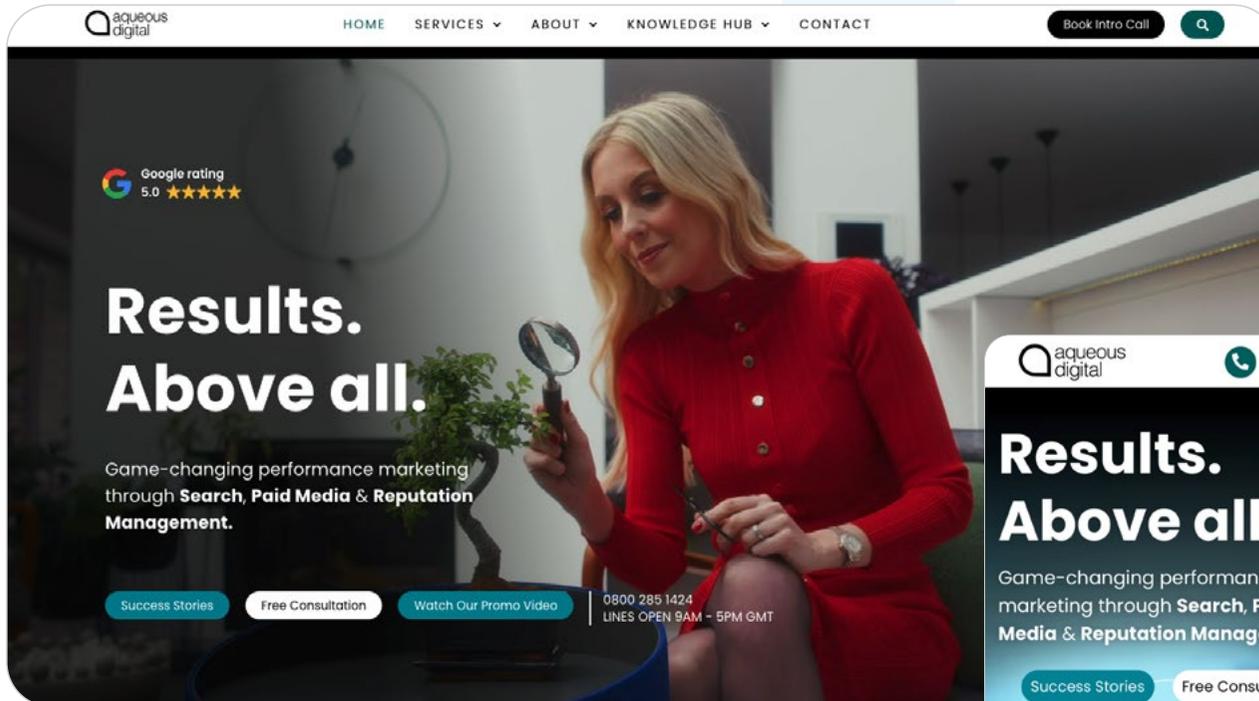


Core Separations is a U.S.-based business I've supported for several years, helping to evolve and extend their brand across both print and digital platforms. This example showcases one

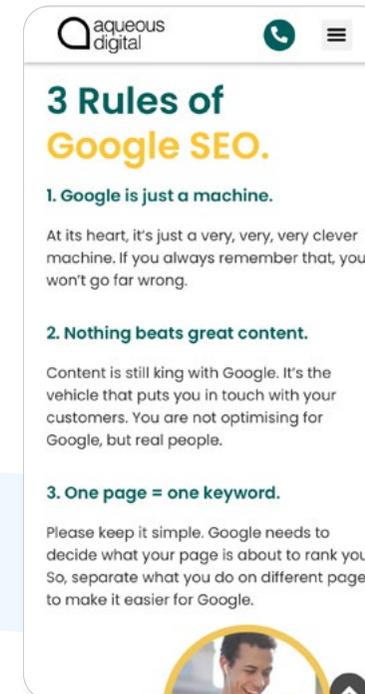
of their multiple product catalogues — an 80+ page publication for which I handled the full design and artwork preparation, right through to final print delivery.



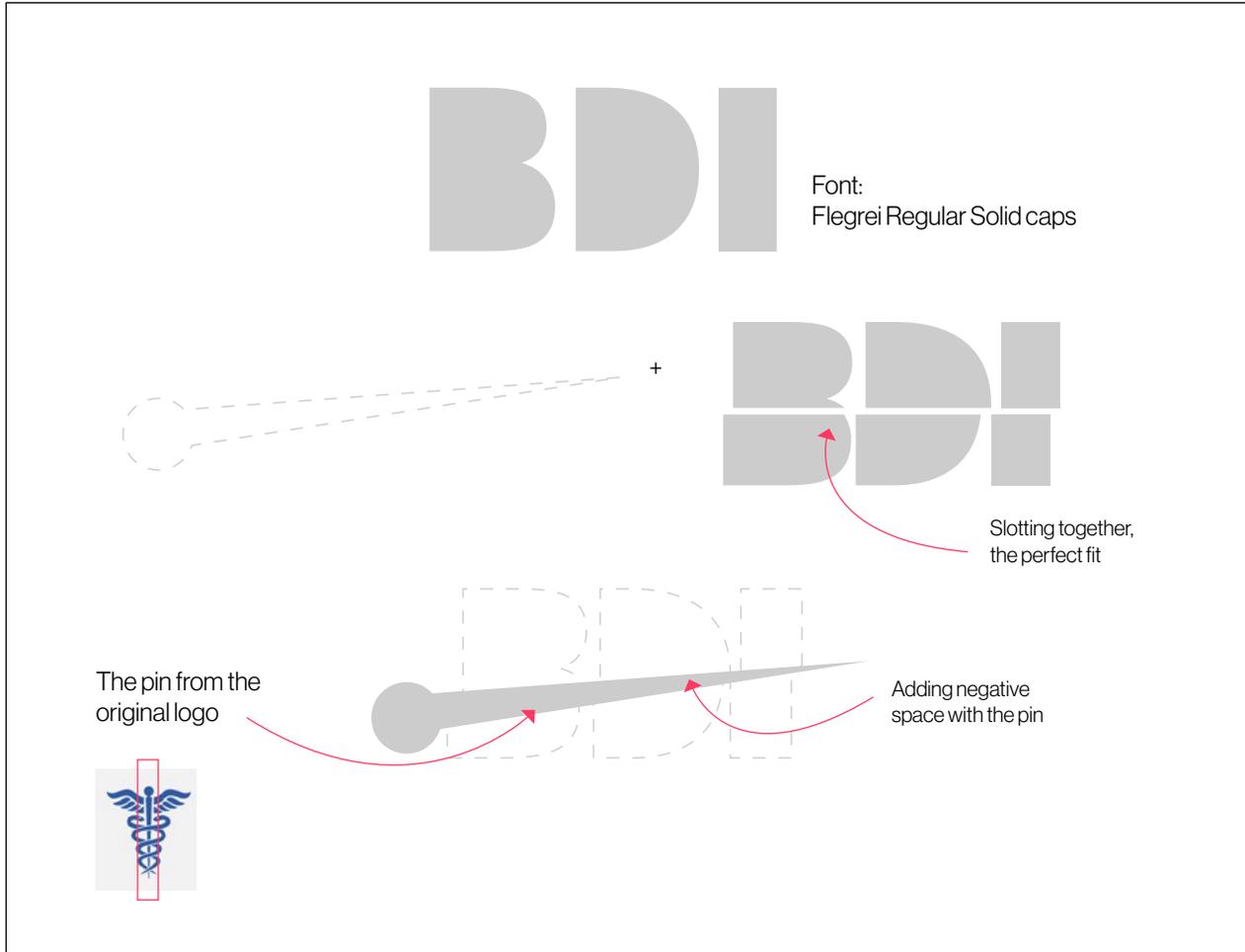
Aqueous Digital



As part of my role at Aqueous, I led the design and development of the company's new website, managing the project entirely in-house. Alongside this, we refreshed the brand's visual identity to better reflect its position as a £3–5 million turnover business — improving the overall look and feel to align with the growth plans.



BDI Resourcing



Branding Project

BDI Resourcing places medical professionals across the UK and internationally. They were seeking a completely refreshed brand identity — one that felt modern and confident, yet paid subtle tribute to their heritage.

We began by exploring how we could reimagine the original logo's symbolic pin. The solution came through the use of negative space, integrating the pin's essence in a clean, contemporary way.

The colour palette was refined to a crisp, professional scheme anchored by a bold, confident purple.

We also developed a series of mood boards to guide image selection, ensuring the brand's new look translated seamlessly across print and digital — including the re-designed website.



BDI Purple R163 G31 B234 C60 M72 Y0 K0 HEX #a31fea		
Black R0 G0 B0 C0 M0 Y0 K100 HEX #000000	Grey R27 G27 B27 C63 M52 Y51 K85 HEX #1b1b1b	White R255 G255 B255 HEX #FFFFFF



Visual direction that guided the development of the brands tone, style, and aesthetic.

Welcome to Whitchurch



This magazine was a collaboration between a social enterprise and the local authority, created to promote community pride and generate revenue through local advertising. It featured articles on local attractions, events, and included a comprehensive business directory. I designed the publication as part of my pro bono support for charitable and community-led projects, ensuring it was both engaging and accessible to a wide audience.

Starkey



SAY HELLO TO BETTER HEARING

Charwood Hearing Care provide the highest standard of hearing care to the local community, offering the best products and service to match your hearing health needs.

WHY VISIT US:

- ✓ Local experts in hearing care
- ✓ Over 20 years' experience delivering the very latest hearing solutions
- ✓ Fully independent offering exceptional service
- ✓ Tailored solutions for individual hearing needs, lifestyle and budget
- ✓ Experts in wax removal offering all three methods of removal; microsuction, irrigation & dry removal

Charwood Hearing Care

T: 01723 369505

www.charwoodhearing.co.uk E: info@charwoodhearing.co.uk

Charwood Hearing Care Ltd, 10 Castle Road, Scarborough, North Yorkshire YO11 1XA

At Starkey, the majority of the creative output focused on advertising their products lines. I was brought in to elevate the overall quality and ensure greater consistency across campaigns. Shown here are two examples of the adverts.



Don't miss a beat this Christmas.

You won't, with discreet, never-before-heard hearing technology that's effortless to use.

GENESIS^{AI}

Try the **ALL-NEW Genesis AI** with a **FREE Full Hearing Assessment** during November and December.

Visit us for **Micro Suction Ear Wax Removal**
ONE EAR **£40** | **£70** BOTH EARS

Book your appointment
Call us today on **01206 823602**
or book online at **microtechnologyltd.co.uk**

About Micro Technology Ltd
Micro Technology Ltd is an independent, family-run hearing specialist, providing the highest standard of hearing care to the local community. We offer the best products and service to meet all your hearing health needs.

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