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## **Mark Ferrar - Art & Design Director**

*Curriculum vitaer*

2025

Working in the creative industries for over a decade I have been responsible for orchestrating complex design systems, marketing campaigns and UI UX strategies for businesses that operate in music, technology, wellness, cultural planning, web 03 and interactive data solutions. I've worked for a growing client roster throughout my career and I often work with clients on a project by project basis in contractual employment and freelance based work flow. I am currently working under the title of Design Lead, looking after a new product Up Only Gaming being launched by Karate Combat.

### **Education -**

#### **GCSSES - 9 C to A\***

Finham Park School Coventry

2000 - 2005

#### **Multimedia BTEC - 1st (Best in Show)**

Warwickshire College

2006 - 2009

#### **Interactive Design Arts BA HONS - 2:1**

University of the Arts London

2014 - 2017

#### **UIUX & Responsive Web Design - 1st class**

Udemy Academy

2021 - 2022

## **Experience -**

### **Puma Footwear**

**2013 - 2014**

*Freelance Junior Artworker and Designer*

An office based role working within the marketing department at Puma's London based office. I mainly worked on physical and digital promotional content.

### **Studio XAG**

**2014 - 2016**

*Designer and Production Artisan internship*

A workshop and design studio role where I contributed to the digital development and construction of bespoke 3D artefacts used for visual merchandising displays.

### **GLOCK Agency**

**2016 - 2017**

*Freelance Junior Designer*

An office based role where I mainly worked on marketing and social content for a wide variety of the agency's clients. Everything from alcohol to data and technology.

### **Universal Music**

**2017 - 2017**

*Freelance Junior Designer*

Working under the Mid-Weight Designer for a roster of pop music acts I contributed to digital social media campaigns that aimed to maximise sales revenue on records.

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## **FARGO Village**

**2017 - 2018**

### *Junior Designer and Creative*

An office based role where I was responsible for overseeing creative campaigns that promoted events for Coventry's creative scene through visual story telling.

## **TG Studio**

**2018 -2018**

### *Junior Brand Designer*

Working as a Freelance Brand Designer I collaborated with a team of Designers to develop branding outcomes for companies in the wellness and skincare industries.

## **Jahmoni Records**

**2018 - 2018**

### *Junior Print Designer*

An office based role where I oversaw the design and print production for vinyl releases for the record labels general creative design output.

## **Jack Morton**

**2018 - 2018**

### *Junior Digital Designer*

An office based role where I worked with a team for Jack Morton's client roster. Completing web design, motion graphics and physical print design outcomes.

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## **Famillia**

**2018 - 2019**

*Motion Designer and Video Editor*

An office based role where I worked within a team of people delivering bespoke music video productions for contemporary pop artists in the U.K. music industry.

## **Tru Thoughts records**

**2019 -2019**

*Freelance Artworker and Designer*

Working for a variety of artists on the label I was responsible for orchestrating all artwork and design across releases and marketing campaigns to drive sales.

## **DATA IKU**

**2020 - 2020**

*Freelance Mid-Weight Designer*

An office based role where I was responsible for overseeing an interface refresh for the companies main SaaS product as well as digital promotion for London events.

## **MYA Consulting**

**2020 - 2020**

*Freelance Mid-Weight Designer and Project Manager*

An office based role where I developed all of the physical and digital design outcomes for MYA's client roster whilst also mentoring the Junior Designer.

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## **The Cause**

**2020 - 2021**

### *Freelance Mid-Weight Digital Designer*

On a project by project basis I oversaw the development and delivery of animated content that promoted music events for the nightclub on ticket selling platforms.

## **Polydor Records**

**2021 -2021**

### *Freelance Mid-Weight Designer*

Working under the Senior Designer's direction I contributed to marketing campaigns for social platforms that utilized innovative technologies to drive record sales.

## **Crowd Cat**

**2021 - 2021**

### *Freelance Mid-Weight Interaction Designer*

An office based role where I was responsible for designing interactive computer games and UI UX platform interfaces for Crowd Cat's client facing products.

## **causaLens**

**2021 - 2021**

### *Freelance Mid-Weight Interaction Designer*

Working with Developers I was responsible for overseeing the updates to causaLens' digital client facing SaaS products as well as user prototype testing.

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## **AND London**

**2021 - 2022**

### *Freelance Design Lead*

An office based role where I was responsible for overseeing all design project operations for AND's construction and cultural planning centric client roster.

## **Unhidden Beauty**

**2022 - 2022**

### *Freelance Senior Digital Designer*

I worked with the cosmetics company in a pivotal stage of growth with large updates to their ecommerce website and brand identity make over.

## **Upswing**

**2022 -2022**

### *Freelance Head of Design*

Overseeing a team of Mid-Weight and Junior Designers I was responsible for steering the design system and visual communications of Upswing to drive sales.

## **ZOOMA**

**2022 - 2022**

### *Freelance Creative Director and Lead Designer*

I worked with the start up on a unique brand identity that focused on a new approach to wellness and forward thinking, ethically sourced consumer products.

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**Islamic Aid** **2023 - 2023**

*Freelance Designer*

An office based role where I developed fundraising packs for the charity to gather donations that would help some of the poorest people in developing countries.

**Universal Music** **2023 - 2023**

*Freelance Senior Interaction Designer & Art Director*

Working with the Director of Innovation and Head of Marketing I oversaw the delivery of brand and UI UX outcomes for internal facing products the label utilised.

**Soap Folk** **2024 - 2024**

*Freelance Motion Designer*

An office based role where I designed and edited video content for the company's website and social media channels throughout a period of business growth.

**!K7 Recordings** **2024 - 2024**

*Freelance Print Designer*

I was responsible for working closely with musicians on a variety of record sleeves for artists on !K7 to realise a bespoke creative vision that was unique to each artist.

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**Buckyoto Enterprises**

**2024 - 2024**

*Freelance Senior Designer Interaction Designer & Art Director*

Working in digital promotional content for web 3 based visual communications I developed and executed a variety of digital creative campaigns.

**Karate Combat**

**Current**

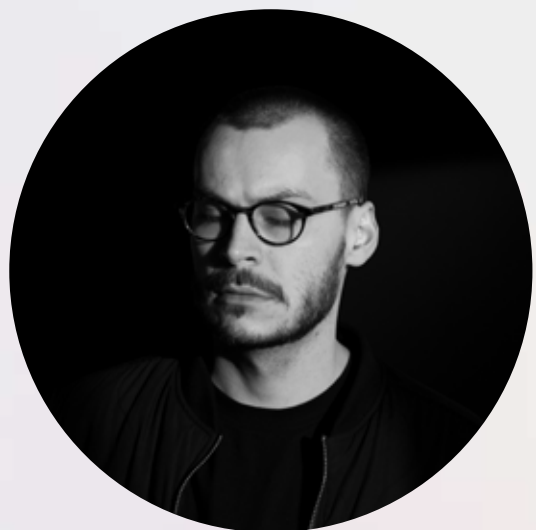
*Design Lead - Up Only Gaming*

My current role, reporting to the Creative Director I am responsible for the design output and system for UP ONLY, an app based gaming SaaS product for web 3.

**Pleased to meet you!**

**Visit me at...**

**markferrar.studio**



**Yours Sincerely, Mark**

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