



Mark Ferrar - Art & Design Director

Curriculum vitae 2026



Working in 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 fluent in a wide array of creative design processes and I invite you to look through my design portfolio.

Education -

GCSES - 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 Studio

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

2025 - 2026

Design Lead - Up Only Gaming

Reporting to the Creative Director I was responsible for the visual creative output and design system for UP ONLY, an app based gaming SaaS product for web 3.

Night Department

2026 - 2026

Freelance Senior Designer

Working for Musician Eli Brown’s streetwear brand ‘92 Thing’ I was pivotal in selling the brand’s pop up events over in California with marketing and physically designed backdrop, event arefacts and merchandise.



Like what you hear and see? Visit my website portfolio @ @ @

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