

MARK SETCH- FIELD .COM

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Senior Art Director and Creative Director with over 30 years' experience leading high-profile editorial brands and commercial projects across the UK, the Middle East, and international markets. Demonstrates a strong track record in magazine redesigns, brand relaunches, team leadership, and multi-platform visual storytelling. Highly experienced in managing remote and multidisciplinary teams, directing photo shoots, and aligning creative strategy with both commercial and editorial objectives.

Freelance Art Director, HELLO!

July 2024 - January 2026

- Art direction across editorial, ensuring brand consistency and production values
- Collaborate closely with editors, picture desk, and production to deliver impactful features
- Direct photography usage, layouts, and design execution in line with HELLO!'s luxury brand positioning

Acting Art Editor, Reach PLC

July 2023 - April 2024

- OK!, New, Notebook, S Magazine, Love Sunday, TV Life, We Love TV, Saturday Magazine and Hot TV
- Played a key leadership role in the redesign and relaunch of OK!
 - Defined and executed the magazine's creative vision in close partnership with the editor
 - Managed and mentored three art editors and four designers remotely across nine weekly titles

- Ensured photography, layouts, and visual storytelling aligned with editorial direction, audience insights, and industry trends
- Acted as the central creative liaison between editorial, picture, imaging, and production teams
- Directed celebrity studio shoots and major award events, including the National Television Awards

Freelance Creative Director, Art Director

March 2020 - July 2022

Professional Player Magazine

- Led a full magazine and website redesign, overseeing concept, visuals, and delivery

Cocoa Girl

OK! VIP Magazine

- Delivered end-to-end creative direction across editorial design, branding, photography, and digital platforms

Art Director, Grazia Middle East and Grazia Qatar

February 2019 - March 2020

- Led art direction across print and digital platforms for two major international fashion titles
- Delivered high-impact layouts, cover designs, and visual narratives aligned with Grazia's global brand identity
- Directed shoots and collaborated with photographers, and stylists

Art Director, Friday Magazine, Gulf News

December 2013 - February 2019

- Art Director for Friday Magazine, the Middle East's biggest-selling newspaper supplement
- Delivered award-winning editorial design and photography direction
- Played a key role in maintaining the magazine's market-leading identity and commercial appeal

SKILLS

- Creative and art direction (Print and Digital)
- Brand redesigns and relaunches
- Editorial design and visual strategy
- Team leadership and remote management
- Photography and styling direction
- Celebrity and studio shoot direction
- Commercial and sponsored content
- Food styling, photography and recipe development
- Video art direction

COMMERCIAL PROJECTS

Levanthyme

Food Stylist and Photographer

- Elevated brand presence and boosted sales through high-quality food photography for social media, website, and delivery platforms

Hello Fish

Recipe Developer, Food Photographer and Stylist

- Created 12 original recipes with full visual content for one of the UK's leading online seafood retailers

Spinneys, United Arab Emirates

Art Director and Food Stylist

- Joined the product launch team for one of the region's first meal-kit ranges
- Directed how-to videos, styled packaging, and in-store displays

Sopexa Agency, European Commission

Food Writer

- Ghost-wrote a book for the Butter of Europe Programme, exploring cultural history and heritage

Nutricook

Creative Director, Recipe Developer, Photographer, Video Art Director

- Head-hunted to join the MENA launch team
- Created recipes, video content, photography, cookbooks, and social assets
- Managed and curated Instagram content
- Directed product and lifestyle shoots for packaging and in-store campaigns



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