

Cai Cardenas

Designer

I'm a 24-year-old designer living and working in London. I've been working professionally as a web designer for about three years now. Back in university I studied illustration, however after starting a web design internship I quickly realised that I wanted to be a designer, and so I changed my plans and pursued new goals. Three years later and here I am!

A typical week for me could include; being involved in coming up with new creative ideas and solutions for a range of client needs and wants; creating new brand styles as well as working with existing style guides; designing mock-ups for both current client projects and pitch work for prospective new clients; working with the UI and UX guys; creating page layouts; designing buttons, icons and graphics; and of course designing the final flats ready for the front end guys.

These days I'm usually lead designer on a project, which means I see a project from start to finish, working along side my head of design. I'll also guide the more junior designers if they are involved in the same project. I also often present work to clients explaining my thought process behind the designs to help them get a better understanding of why we do what we do!

When I'm not designing things I enjoy video games (a bit too much), long walks on the beach (not really) and drumming (I'm in a rock band, but don't let that put you off!).

*Want to know more? Email me: cai@cartoonfox.com
Or check out my website: www.cartoonfox.com*

Experience:

*March 2009 to Present
Tangent One (Tangent Communications Plc)
Designer*

*June 2008 to March 2009
Lateral Net Ltd
Designer*

*February 2008 to October 2009
MWI & White Label World
Freelance illustration and design (various projects)*

*February 2008
Noble PR
Freelance illustration (single project)*

*September 2007 to June 2008
Lateral Net Ltd
Freelance designer (part time)*

*July 2007 to September 2007
Lateral Net Ltd
Web design intern*

*September 2006
MRM Worldwide, London
Freelance designer (4 days)*

*September 2006
Lateral Net Ltd
Freelance illustrator (3 days)*

Skills & Software:

Design - Photoshop, Flash

Illustration - Photoshop, Flash, traditional

Animation - Flash

Front-end basics - Dreamweaver, Flash

Some clients:

A&C Black

Amnesty International

Aspect Maintenance

Boots

Borders

Cancer Research UK

Carlsberg

Chorion

DK

Faber & Faber

Firebrand

Firetrap

GAME

Gardners Books

Greene King

Hachette

Labour Party

Marstons

NAH

RSPCA

UCA

Which?

WhipCar