

Cai Cardenas

Designer

*I'm a 24-year-old web designer living and working in London. I've been working professionally as a designer for about three years now. Back in university I studied illustration rather than design. I enjoyed the course and still draw these days, however I always had a separate interest for design, which I couldn't really explore in my classes. After my second year I decided to apply for a three-month design internship. I quickly realised that wanting to try and become a designer rather than an illustrator made much more sense to me, even though I found design difficult and daunting in comparison to illustration, which came a lot more naturally to me. Three years later and I've learned a lot, but still have a sh*t load left to learn! Bring it!*

These days my job includes being involved in coming up with creative ideas and concepts for a range of client needs and wants, creating rough and not-so-rough visual mock-ups for current clients and pitch work, coming up with visual styles as well as working with existing style guides, working directly with the UI guys to come up with page layouts, and of course designing the final flats ready for developers. Throw in a little Flash work here and there and that's a typical week for me! As well as working alongside the head of design and senior designers, I've lately been lead designer on a range of high profile projects too.

When I'm not designing things I enjoy video games, long walks on the beach and drumming. I'm even in a Metal 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

Clients:

A&C Black

Amnesty International

Aspect Maintenance

Boots

Borders

Cancer Research UK

Carlsberg

Chorion

DK

Faber & Faber

Firebrand

Firetrap

GAME

Greene King

Hachette

Labour Party

Marstons

NAH

RSPCA

UCA

Which?

WhipCar