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Nationality: British & Colombian

Felipe  
Caro

## ABOUT ME

A dynamic, versatile and multi-skilled illustrator and designer with a passion for creating and communicating innovative ideas, processes and any type of content and information through illustration and visual storytelling.

With over 15 years of experience working in sectors ranging from UX and government to consulting and health, I have successfully led and managed creative teams whilst ensuring all projects met all milestones, deadlines, and budget requirements.

As well as art directing, I also love working hands-on on projects and getting involved in the creative process from conception to launch.

## EXPERIENCE

AUG 2020 - Present  
Felipe Caro Illustration LTD  
**Creative Director**

- Directing and producing a broad range of revenue-generating design and illustration commissions, from conception to launch.
- Translate business requirements into effective Illustrated outputs.
- Manage clients and other stakeholders while making sure projects meet all milestones, deadlines, and budget requirements.
- Ensure compliance with clients' corporate and brand guidelines and standards.
- Run day to day operational and admin processes such as planning, invoicing, sub-contracting, tax filing and finances.

JAN 2020 - JUL 2020  
Babylon Health  
**Lead Illustrator**

- Creative lead and art direction to a team of 3 illustrators and graphic designers.
- Develop, consolidate and maintain a cohesive Illustration system replicable across the different services and teams
- Ensure all illustrations created are unique to the overall brand.
- Work closely with brand, marketing, design and research teams to ensure the brand is experienced consistently both internally and externally.
- Create storyboards and hand drawn illustrations of user journeys and product features for the research team.
- Create instructional illustrations for medical test kits and explanatory videos.

## Illustration / Graphic design / Scribing / Visual storytelling

APR 2019 - DEC 2019  
EY Seren  
**Lead Visual Designer**

- Creative lead for the visual design arm of the Storytelling team.
- Line manage and creative direction to a team of 3 visual designers.
- Responsible for quality assurance on the application of the EY brand.
- Production of creative briefs for the storytelling team based on clients and stakeholders meeting.
- Manage and onboard freelancers
- Illustrate and visualise solutions and concepts in the form of user journeys, scenarios, infographics and complex diagrams for print, digital and video.
- Live scribe (digital and paper) workshops and events.

JAN 2019 - FEB 2019  
Future Cities Catapult  
**Creative Design Lead**

- Line manage and creative direction to a team of 5 including graphic designers, copywriters and illustrators.

NOV 2015 - JAN 2019  
Future Cities Catapult  
**Illustrator & Visual Communications Designer**

- Illustrate and visualise future solutions and concepts in the form of user journeys, scenarios, infographics, and complex diagrams for print, digital and video
- Develop illustrations styles to fit different project and sub-brand both vector and hand drawn • Development of 300+ illustrations library for reports and presentations • Illustrations to support communication and marketing material
- Character design and development of personas to support research and insights
- Livescribe (digital & paper) workshops and events • Branding and logo design
- Mentoring and interim resource manager of creative design team

OCT 2010 - NOV 2015  
Amberlight Partners  
**Illustrator & Graphic Designer**

- Illustrate and visualise design concepts, service journeys, concept map.
- Illustration for reports and presentation and marketing material for the UX industry.
- Live scribe workshops, focus groups, user interviews and events.
- Infographic design.
- Concept UI design.

MAR 2010 - JUN 2011  
Cup of 3 Design  
**Co-founder / Illustrator and Designer**

- Illustration services.
- Corporate identity design.
- UI design for digital platforms.
- Deck and presentations design.

JAN - MAR 2010  
Millington Associattes  
**Freelance Designer / Artworker**

- Design of layouts and concept development for advertismtent and retail window displays.

2007 - 2008  
Eva Menz Design  
**Junior Designer and illustrator**

- Product modelling and prototyping.
- Development of illustrations and visuals of chandeliers and installations.

2002 - 2003  
Gerencia & Diseño (Bogota - Colombia)  
**Junior Product Designer**

- Design of stands and displays for exhibitions and window displays
- Product and graphi design consultancy

### CLIENTS

- **HSBC**
- **Lloyds**
- **HMRC**
- **Aviva plc**
- **Boehringer Ingelheim**

### CLIENTS

- **Innovate UK**
- **Belfast City Council**
- **Queen Elizabeth Olympic Park**
- **Johnson Matthey**
- **Smart Dubai**
- **British Property Federation**
- **Scottish Government**
- **IoT UK**
- **Nike**
- **Gov.UK**
- **European Comission**
- **Kings College**
- **Aarhus University**
- **GLA**
- **Imperial College London**
- **UCL**
- **ARUP**



## EDUCATION

MA Graphic Design (Distinction)  
London Metropolitan University,  
London 2008/2009

Computer Graphics (summer course)  
Central Saint Martins  
college of Art & Design  
Jul/Aug 2006

BA Industrial Design (4/5)  
Universidad de Bogota  
Jorge Tadeo Lozano  
1998 - 2003

## SOFTWARE

- Adobe Photoshop (experienced)
- Adobe Illustrator (pexperienced)
- Adobe In-Design (experienced)
- Adobe After Effects (basic)
- Figma (intermediate)

## LANGUAGES

English (Fluent)  
Spanish (Mother tongue)

## INTERESTS

- Illustration and Visual arts
- Wall/Mural Illustration
- Technology
- Initiatives driven by positive social impact
- Animation/Motion Graphics
- Sports ( Football, Ice Hockey )

## SKILLS & APTITUDES

Excellent written and verbal communication •  
Multiple illustration styles •  
(Hand-drawn and digital / vector)  
Problem solvšing •  
Concept development •  
Leadership •  
Multitasking •  
Motivation •  
Hard working •  
Self-starter •  
Teamwork •  
Mentoring •  
Resourcefullness •  
Problem-solving •  
Adaptability •  
Criitcal thinking •  
Time management •  
Live scribing •  
Visual thinking •