

EXPERIENCE

JAN 2020 - JUL 2020
Babylon Health
Lead Illustrator

- Develop, consolidate and maintain a cohesive illustration system replicable across the different services and teams
- Ensure all illustrations created are unique
- Work closely with brand, marketing, design and research teams to ensure the brand is experienced consistently both internally and externally
- Create storyboards and product features for the research teams and hand drawn illustrations for medical test kits and explanatory videos

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 of user journeys, scenarios, infographics and complex diagrams for print, digital and video
- Livescribe (digital and paper) workshops & events

(• Line manage 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 and marketing material presentations
- Illustrations to support communication library for reports and 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
- user journeys, service maps
- Illustration for reports and presentation and marketing material for the UX industry
- Livescribe workshops, focus groups, design concepts
- Infographic design
- Concept UI design

MAR 2010 - JUN 2011
Cup of 3 Design
Co-founder / freelance illustrator & Graphic Designer

- Illustration
- Corporate identity design
- UI design for web)

JAN - MAR 2010
Millington Associates, London
Freelance Designer

- Design of Layouts and concept development for bespoke and multiple retail window displays)

2007 - 2008
Eva Menz Design, London
Junior Designer

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

2002 - 2003
Gerencia & Diseno, Bogota - Col
Junior Product Designer

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

CLIENTS WHILE WORKING AT AMBERLIGHT

- Catapult Future Cities
- The Guardian
- Intel
- The Times
- Microsoft
- Samsung
- Sky
- Jaguar Land Rover
- Financial Times
- Hotels.com
- Blinkbox
- Channel 4
- Vodafone
- EE
- Google
- Nectar
- Tesco
- Cisco
- BBC
- Mars

CLIENTS & PARTNERS WHILE WORKING AT EY SEREN

- HSBC
- Lloyds Banking Group
- HMRC
- Aviva plc
- Boehringer Ingelheim

CLIENTS & PARTNERS WHILE WORKING AT FCC

- 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

SKILLS

- Quick sketching
- Illustration (hand-drawn/vector)
- Live scribing
- Visual thinking
- Problem solving
- Originality
- Concept development

APTITUDES

- Multitasking
- Leadership
- Motivation
- Hard work
- Self-starter
- Teamwork

JUAN FELIPE CARO
110 Riverway
London, N13 5JX
E - felipe@felipecaro.com
M - 07723334741
felipecarodesign@gmail.com
www.felipecaro.com

@felipecaro
@_FelipeCaro
Profile available on LinkedIn and Behance.

Felipe Caro

Illustration / Scribing / Visual storytelling

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 (Advanced)
- Adobe Illustrator (Advanced)
- Adobe In-Design (Advanced)
- Microsoft Office (Advanced)

LANGUAGES

English
Spanish

INTERESTS

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

