

# Carlos Cárdenas

Creative Director  
and Senior Graphic Designer

## Profile

I'm a highly experienced Creative Director and Senior Graphic Designer that has been involved in all the creative process that comes hand-to-hand with marketing production. I have 15+ years of experience directing, producing, and supervising high-quality graphics that are essential to support multiple teams within a marketing department.

I hold a wide experience working closely with video production, website development, and social media teams generating efficient marketing campaigns that can be tracked and measured to assure optimal performance. I am constantly inspiring, coaching, and helping creative team members to develop their skills to reach their full potential. This has allowed me to drive entire marketing campaigns from scratch to completion while developing all kinds of printed and digital media such as Websites, Landing Pages, Logos, Flyers, Posters, Brochures, Catalogs, Banners, Packaging, Ads, social media graphics, 3D Product Renderings, Photography, Animation, Video Production and all the large format graphics and collateral needed to attend Trade Shows.

## Contact

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Scan to see portfolio

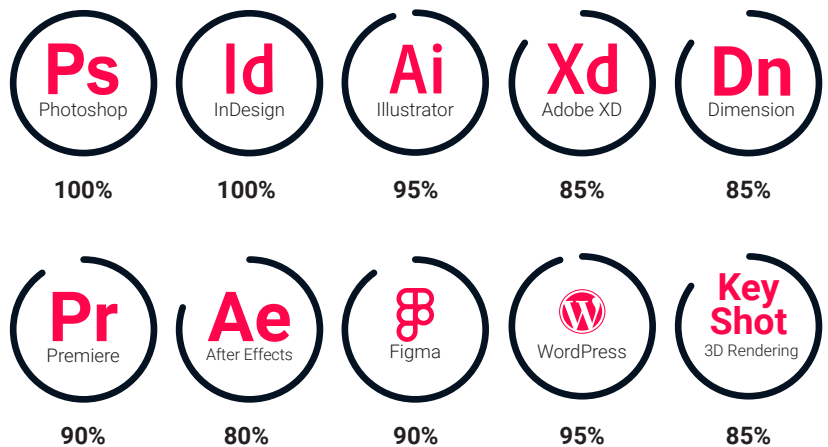
## 📁 Experience Summary

- 2023 ● Sr. Graphic Designer at Otis Elevator Company Farmington, CT.
- 2022 ● Creative Director at Sonny's. The CarWash Factory Tamarac, FL.
- 2016 - 2021 ● Graphic Arts Manager at CHAUVET Lighting. Fort Lauderdale, FL.
- 2011 - 2016 ● Lead Graphic Designer at CHAUVET Lighting. Fort Lauderdale, FL.

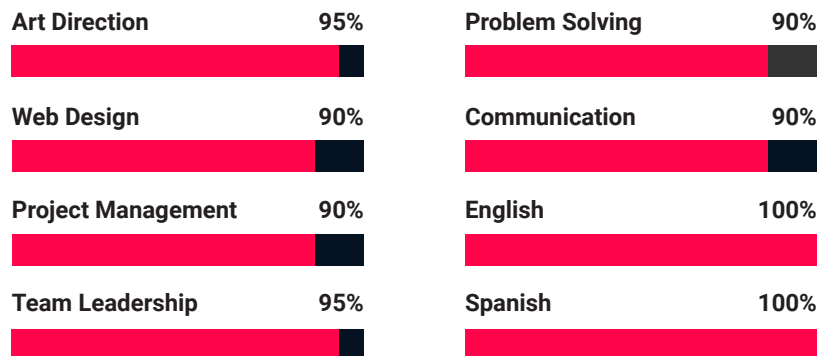
## 🎓 Education

- **Effective Leadership** – Florida Atlantic University
- **Bachelors Degree** in Graphic Design  
Jorge Tadeo Lozano University – Bogotá, Colombia.

## 📖 Training



## 🔪 Skills



# Experience Description

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2023 - Current

● **Sr. Graphic Designer at Otis Elevator Company  
Farmington, CT**

Elevator and Escalator Manufacturing.

Creating beautiful designs and efficient marketing pieces has always been in my nature. At Otis I have the chance to be part of a wonderful team that supports all the internal corporate communications and transfers our marketing efforts to a global scale. With roughly 70.000 employees, and being one of the oldest companies in America, Otis has created a universe of possibilities to assist our colleague's community. As a Sr. Graphic Designer, I provide graphic support to the global headquarters marketing team located in Farmington, CT. Otis currently spearheads multiple internal campaigns related to safety, ethics, and quality along with several social initiatives to promote diversity and social engagement. My specific duties as Sr. Graphic Designer have a wide range but I have focused mainly on Printed designs, Digital design, and Web/Landing page creation.

2022

● **Creative Director at Sonny's Enterprises, Inc  
Tamarac, FL**

Car Wash Tunnel Manufacturers

As a Creative Director, I was in charge of monitoring and managing the creative services team, providing guidance and feedback to produce high-quality branding for all new and existing customers. This involved the creation of logos, branding guidelines, and a variety of printed media.

Sonny's is a large corporation with a vast national expansion. Corporate marketing played a massive role in marketing operations. As a creative director, I was involved in multiple projects that supported all marketing efforts to position the company as the #1 leader in the car wash equipment and parts manufacturer.

The company participates in several car wash-related tradeshow, where I was in charge of supporting the look and feel of the entire event by producing creative signage, literature, e-mail marketing, and photography among others.

Sonny's has been growing exponentially in the past 10 years, one of the biggest tasks I was assigned, was supervising the design and production of all the brochures for the 12 companies that were recently acquired as new divisions. These companies had a vital role in the company's operation, with them, Sonny's can offer solid solutions to form a full spectrum of services for their customers.

The parts catalog was another significant project that was placed under my supervision. More than 60.000 parts were displayed along with services, promotions, and advertisements. The technical aspect of the production, and its graphic design, was part of the biggest tasks that my team and I have worked on. Coordinating and working with catalog and production managers, the mission was to ensure this 1000+ pages publication gets produced and shipped on time to all customers and events.

2016 - 2021

● **Graphic Arts Manager at CHAUVET Lighting.  
Fort Lauderdale, FL.**

Professional Lighting Manufacturer.

Manage the Design team and the graphic design production for a multinational company. Generate and transfer to effective designs the provided concepts that will become full-scale marketing campaigns. Coordinate and manage the workflow of 4+ highly-skilled Designers and creatives, to support multiple teams within the Marketing Department.

Provide feedback and guidance on the marketing production to maintain proper alignment with 5 different brands and their marketing objectives. Create high-end animations and 3D renders using KeyShot to support other teams such as Web, Video, Product Development, Copywriting, social media, and Corporate.

Supervise and manage the art direction for all the paid advertising on printed and digital media. Making sure that all publications were consistent with the look and feel of the running campaigns and branding guidelines.

Using InDesign, I managed the production of the yearly catalogs for 5 different brands. Coordinating between different departments to make sure they all provided the correct product information. Negotiate with different vendors for all printed collateral and adjust to budget.

Use Adobe XD to design the interface for one of the main company Apps, and work along with programmers to make sure the App integrated seamlessly when connecting to the lighting equipment.

Work extensively with Photoshop, Figma, Elementor, and Avada themes to build multiple landing pages to push product launches and marketing campaigns.

Manage successful photoshoots of high-end events, making sure all of our products were photographed with the highest standard. Maintain the (DAM) collection of images for the company.

**Selected Achievements:**

Successfully produced 4 yearly catalogs with more than 200 SKUs  
Innovated with new technologies and developed new processes to optimize the Marketing Department production to assure an efficient workflow to meet tight deadlines.  
Developed and designed 2 full Branding Guidelines and applied pre-built templates to multiple marketing pieces improving workflow and consistency.

2011 - 2016

● **Lead Graphic Designer at CHAUVET Lighting.  
Fort Lauderdale, FL.**

Professional Lighting Manufacturer.

Using Photoshop and Illustrator as main tools, I was tasked with the production of exceptional Graphic Design pieces for several marketing collaterals and digital media such as logo design, social media graphics, animated banners, and customized Email campaigns. I also developed graphic design prototypes and multiple design versions for presentations and campaign approvals.

With the help of InDesign, I worked hands-on in generating printed catalogs for multiple brands. Using DSLR equipment, I was able to photograph the entire product SKUs to be advertised in newsletters/Emails, social media, and packaging design. On-site and off-site photoshoots were also part of my monthly production along with Ads design for printed Advertising.

**Selected Achievements:**

Fully redesign 2 yearly catalogs improving the layout to maximize space usage, reducing the total page amount and the overall project cost.  
Developed a high-level knowledge of low light photography and became the to-go photographer for all south Florida events.  
Produced award-winning graphic designs that were recognized by the company with the 2012 Innovation Award.

2009 - 2011

● **Graphic Designer and Desktop Publisher at Spoken Here.  
Fort Lauderdale, FL.**

To replicate copies and build from scratch several big-size publications by inserting the provided translations. Files for large machinery manuals, catalogs, brochures, and packaging were duplicated using InDesign and Illustrator to match as close as possible to the original files.

Created graphic pieces and animations and helped promote the company in trade shows and social media.

Generated high-end graphics and supported the Website Development team.

**Selected Achievements:**

Extensive experience working with Adobe InDesign to produce complex multipage publications.  
Full understanding and control of Illustrator files.  
Successfully modified original files from high-end customers such as Autozone, Hamilton Beach, and Law firms.

2005 - 2009

● **Graphic Designer y Pre-press Manager. Publimax Printing Corp.  
Brooklyn, NY.**

Press and Printed Services Company.

Pre-Press management.

Performed file revisions and communicated with customers to assure that all delivered files had the highest technical quality before printing.

Arranged more than 70 different multi-page publications manually and into an imposition software to make sure the documents were printed and folded safely. Supervised the Direct-to-Plate (DTP) process while maintaining a constant plate feed for the press operators. Maintained a 5 color Heidelberg press running 24/7.

**Selected Achievements:**

Mounted, exposed, and developed plates to keep the press running 24/7  
Gained a wide experience producing and preparing files that meet all technical requirements to be printed and folded successfully on long runs.  
Gained full Expertise and understanding of the DTP process.