Jésu Cardenas Designs Products & Brands.

I am a vision-driven designer experienced in solving complex problems with a love for simplicity and details. My specialty is digital product design and brand identity. I've had the privilege of influencing brands and products used and loved by millions - Trulia, Chick-fil-A®, Cloud CMA, and Verizon™ to name a few.

Experience

UX/UI Designer, Lone Wolf Tech — 2021 – Current
B2B Real Estate SaaS, Web Apps

- Designed, implemented, and supported the internal design system
  - 1:1 meetings to support designers and their needs
  - Partnered with engineering to ensure high-quality implementation
  - Developed a custom real estate icon library
- Identified and designed solutions for product improvements

Senior Designer, W+R Studios (now Lone Wolf Tech) — 2016 – 2021
B2B Real Estate SaaS, Web Apps

- Co-designed new products and features (Cloud CMA Live and Homebeat)
  - Created and implemented sub brands
- Maintained and evolved digital products
- Rebranded the whole company and it's products
  - Researched and uncovered valueable brand equity
  - Created and supported the visual language
  - Designed and implemented across digital and print
  - Designed supporting materials

Senior Designer, Brand Apart — 2014 – 2016
Brand Identity Agency

- Designed internal and external communications for Chick-fil-A®
  - Designed collateral for an annual Chick-fil-A® operator event
- Art directed and designed client projects

Visual Designer, Wake Interactive — 2012 – 2014
Website Design + Brand Identity

- Designed client marketing websites
- Designed client brands and supporting assets

Founder, Atomic Yard — 2011 – Current
Design Shop

- Brand identity design
- Graphic design
- Illustrations

Education

Proudly self-taught — 4 ever

Skills

User experience design
Interaction design
Visual design
Prototype development
Art direction
Graphic design
Icon illustration

Tools

Brain
Pen + paper
Whimsical
Figma
Sketch
Illustrator, Photoshop, InDesign

Soft Skills

Story teller (presentations)
Knowledge of HTML and CSS
User research
Usability testing
UI micro copy
Bilingual (spanish & english)

About me

I love being in nature - scrambling, rock climbing, or mountain biking. If I am not outside, I am most likely watching or playing futbol. Liverpool fan :)

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