



Hi! I'm a Multi-disciplinary Designer,
Copywriter & Illustrator based in London


www.caitpenaluna.com

01 Work

Contrado → Designer

Contrado is a print on demand e-commerce company with an artist marketplace. I was hired for the purpose of collaboratively re-designing the brand, this involves:

- Developing a fresh and relevant brand informed by marketing research. From our tone voice to typography, we stringently crafted our unique brand guidelines to ensure our output remains true to our values and consistent.
- Taking a hands-on approach in the studio. I see my ideas through from mock-up to execution, providing art direction, sourcing models and building sets. I also design the patterns for each product or clothing campaign we shoot.
- Creating a visually engaging, clean and easy to navigate website with considered user interactions. This was based on our extensive research into e-commerce web trends and UX testing.
- Visually translating our brand story and identity daily, by providing creative support to all teams. This involves tasks such as animation, packaging design and copywriting.

London, UK 09/19 to Present

Sleeky → Designer & Marketer

A bespoke web design and creative marketing agency ran by a team of six. I worked as the sole designer and assisted in marketing. This involved:

- Web design, branding and designing print assets for a variety of clients.
- Digital marketing including copywriting support for clients, optimising pages for SEO, performing web maintenance, managing social media and writing blogs.
- Client meetings, preparing proposals, presenting work and sending work to print.

Newcastle, UK 04/19 to 09/19

Trend Bible → Research Intern

A trend forecasting company specialising in children and interior design market trends. I assisted with:

- Editorial design, collating our conceptual mood boards and communicating with clients daily to ensure they were credited.
- Textile design to be included in our trend books, stop motion videos, creating props and providing creative direction for shoots.
- Consultancy projects, conducting research into the market and tracking trends both online and in-store.

Newcastle, UK

02/19 to 04/19

Estudio Flop! → Design Assistant

A well-established architecture and design firm. My role consisted of:

- Creative projects such as packaging design, stop-motion ads, creative social content and printed promotional material. Working with a range of clients from Madrid Street-wear Brand TUFFI to Cervantes Opticians.
- Image retouching and editing, from clothing to interior design and preparing them for the web.

Seville, Spain

09/18 to 12/18

See more
on my
Website &
Instagram

02 Education & Skills

Digital Marketing → Awarded

Digital Marketing: Award in Principles of Social Media, Advertising and Promotion

Learning Resource Network 2018

MA Design → Distinction

Specialising in Sustainable Fashion Marketing, with a focus on consumer research, trend forecasting and data analysis. Alongside group live briefs in UX research and empathetic design.

Northumbria University 2017 to 2018

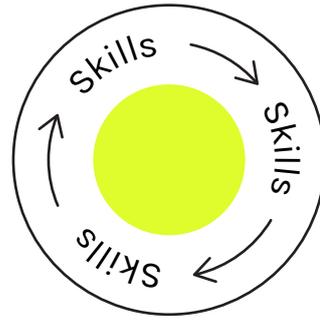
BA English Lang & Lit → 2:1

University of Sheffield 2013 to 2016

+ 7 years experience working in hospitality*

*a.k.a can make an above average cocktail.

@cait.luna_



Branding

Copy-writing

Art Direction

Print Design

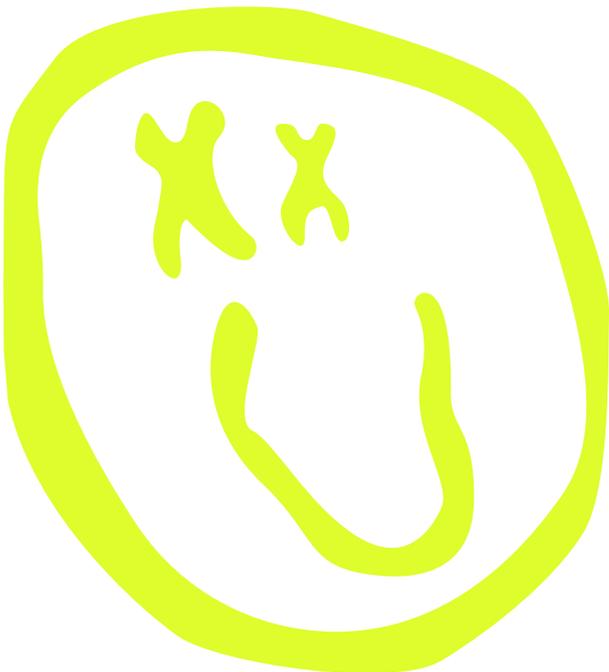
Photoshop
Illustrator
InDesign
After Effects
XD

Social Media

UI
UX

Web
Design

03 & The Rest



Contact

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References available on request