

Cayden Mcleod

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Professional Summary

Creative and results-driven professional with over 20 years of experience in graphic design, UI/UX design, and creative direction. Expertise in delivering cost-effective, high-impact branding solutions for small businesses and leading innovative design projects for global brands. Proficient in web design, multimedia, and project management, with a proven track record of driving successful marketing campaigns and enhancing user experiences across diverse industries, including gaming, hospitality, and cannabis.

Skills:

- **Graphic Design, UI/UX Design, Web Design, Art Direction**
- **Multimedia, Illustration, Typography, 3D Modeling, Video Editing**
- **WordPress, Customer Relationship Management (CRM), Content Management Systems (CMS)**
- **Project Management, Marketing, SEO, SEM**
- **Tools: Adobe Creative Suite, Figma, Sketch, Blender, Affinity Suite**

Professional Experience

Owner, AffordablyCreative.com (Self-employed) Sep 2023 - Present | Sacramento, CA

Deliver cost-effective branding solutions for small businesses, including web design, print, custom apparel, and logo development.

Enhance brand reach through strategic multimedia and marketing initiatives, driving measurable growth in client visibility. Provide expert consultation on brand identity, leveraging WordPress and CMS platforms for seamless digital presence.

Sign Maker, Vail Resorts Sep 2022 - Sep 2023 | United States

Designed high-impact signs, banners, and billboards for Heavenly, Kirkwood, and Northstar Resorts, enhancing brand visibility.

Applied expertise in graphic design, illustration, and typography to create visually compelling assets aligned with resort branding.

Business Consultant, Impel S.A. Sep 2021 - Jun 2022 | Poland

Contributed to the development of security and management applications, focusing on user-centric design and functionality.

Leveraged graphic design and project management skills to deliver intuitive mobile application interfaces.

Comic Book Illustrator, Designer, Art Director, Russian Defection (Freelance) Mar 2020 - May 2022 | United States

Created engaging comic book illustrations and directed artistic projects, delivering high-quality visual storytelling.

Collaborated with clients to develop cohesive graphic design assets, ensuring alignment with project goals.

Business Consultant, Various Companies Jun 2020 - Jul 2021 | Czech Republic, Germany, Austria, Slovakia

Managed multimedia and graphic design projects for European companies, delivering tailored branding solutions.

Streamlined project workflows, ensuring timely delivery and client satisfaction across diverse markets.

Chief Creative Officer, Regal Communications Inc. Jun 2018 - Mar 2020 | California, United States

Led business operations setup, ERP implementation, marketing, and advertising initiatives in the cannabis industry.

Directed creative projects, delivering impactful graphic design and web solutions to enhance brand presence.

Business & Advertising Consultant, NC Holistic Feb 2016 - Jun 2018 | California, United States

Developed logistics, business structures, and customized ERP solutions for a cannabis company, improving operational efficiency.

Created marketing and advertising campaigns, leveraging graphic design and CRM tools to drive brand growth.

Senior UI/UX Designer, IGT Mar 2015 - Sep 2016 | Reno, NV

Designed UI/UX for popular gaming titles, including Wheel of Fortune, Sherlock, The Voice, and Mega Bucks. Prepared illustrations, icons, UI elements, and 3D assets, enhancing user engagement and visual appeal.

Senior UI/UX Designer, Quark Games Feb 2014 - Oct 2014 | San Jose, CA

Crafted UI/UX designs, wireframes, and in-game art for mobile games, improving user experience and retention. Developed marketing assets and illustrations to support game launches and promotional campaigns.

Senior Artist UI/UX/Designer, Blue Shell Games Mar 2013 - Feb 2014 | San Francisco Bay Area, CA

Designed UI/UX, wireframes, and in-game art for bingo and casino games, focusing on intuitive user flows. Directed artistic vision, ensuring cohesive design across game assets and marketing materials.

UI/UX Designer, GREE International Entertainment, Inc. Mar 2012 - Feb 2013 | San Francisco Bay Area, CA

Designed engaging UI/UX for games including Kingdom Age, Modern War, and Crime City. Led cross-functional teams to streamline production pipelines and implement innovative design solutions.

Art/Creative Director/Visual Designer, Freelance Oct 2009 - Mar 2012 | Greater San Diego Area, CA

Delivered comprehensive design solutions, including digital media, motion graphics, and 3D modeling for trade shows and print.

Managed marketing campaigns, SEO, and SEM strategies, driving client engagement and brand visibility.

Senior Designer/Web Designer/UI/Concept Artist, Cryptic Studios Jul 2008 - Sep 2009 | Los Gatos, CA

Designed UI, web banners, and in-game assets for Champions Online and Star Trek Online. Created style guidelines and marketing materials, including packaging and trade show graphics.

Senior Designer/Web Designer/Video Editor, Milestone Internet Marketing May 2007 - Jul 2008 | Santa Clara, CA

Developed web-based marketing solutions for hospitality clients, including Sheraton, Hilton, and Intercontinental. Designed websites, e-marketing campaigns, and motion graphics, enhancing client brand presence.

Art/Creative Director, Brand Identity Oct 2003 - May 2007 | Sacramento, CA

Led creative design projects, including UI design for websites, video production, and trade show graphics. Launched the award-winning www.1streetlofts.com campaign, earning "Dotties Awards" for advertising and web design.

Art/Creative Director, McCann Erickson de Mexico S.A. de C.V. Jun 2001 - Sep 2003 | Mexico City Area, Mexico

Directed creative projects for global brands like Coca-Cola, Nescafe, and Nestle, delivering high-impact marketing campaigns.

Earned recognition for campaigns like "Vending Machines in Offices" (Nescafe) and "Back to School" (Coca-Cola).

EducationEducation

Fabric & Fashion Designer Art School, Bielsko-Biala Poland