

Lansing Cai

experience

EFNEP EXTENSION | February 2016 – Present

- Research, brainstorm, conceptualize, discuss, plan and design identity for the entire program.
- Overhaul existing design work flow to improve efficiency and increase communication between teams.
- Establish branding for annual conference with deliverables including materials used for presentations, name tags, books, and posters that exist in both print and digital platforms.
- Formulate products such as pamphlets, maps, instruction guides, measuring cups, aprons, T-shirts, award plaques, award certificates, and photo booth props.

QUANTUM BAKERY | January 2016 – Present

- Prototype mobile app UX/UI mockups with animations, color guide, and asset files for Android and iOS implementation.
- Design brand strategy and lead art direction.
- Launch marketing materials, illustrations, investment books and website for mobile and web.
- Compose graphics, layouts, and animations for 2 highly successful Kickstarter campaigns (Glow and Figment VR) collectively raising over \$650,000 in funding.

RED & BLACK | June 2015 – December 2015

- Devised infographics for stories, illustrations, cover, showcase spreads, advertisements.
- Delivered spreads and graphics alongside articles on a timely basis for publication.

AXON TUTORS | Sept. 2014 – February 2015

- Created graphics and illustrations for website, study packets for tutoring sessions and MailChimp templates.
- Unified brand identity and assembled brand guidelines.
- Conceptualized logo variations for brand.
- Produced all photography for social media and advertising platforms.

BPSOS, INC. | May 2011 – August 2011

- Spearheaded an after school program for 25 high school students to develop design skills using Adobe CC.
- Led discussions on creative topics and projects assigned.

contact

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education

UNIVERSITY OF GEORGIA

B.F.A. Graphic Design, '16

recognition

C. Clifton Chandler Memorial Scholarship

Lamar Dodd School of Art | 2015

1st place winner UGA Thinc-A-Thon

Thinc UGA | 2014

Letterpress Print Spotlight

Iowa State University Design School | 2015

HOPE Scholarship Recipient

Georgia Student Finance Commission | 2011

skills

PROCESS Moodboarding, affinity mapping, mockups, wireframing, user personas, prototyping

CREATIVE Branding Strategy, User Experience, Research, Editorial, Illustration, Animation, Typography, Visual Design, Web Design, Mobile Design, Print Design, Painting, Drawing, Screen Print, Letterpress

TOOLS Adobe Photoshop, After Effects, Illustrator, InDesign, LightRoom, Office, Sketch 3, Marvel, HTML/CSS, jQuery

Thanks for reading!