

# Lansing Cai

## experience

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### **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.
- Formulated 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 UI mockups with animations, color guide, and asset files for Android and iOS implementation.
- Led brand strategy 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

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### **UNIVERSITY OF GEORGIA**

B.F.A. Graphic Design, '16

## recognition

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### **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

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

**CREATIVE** Branding Strategy, Editorial, Illustration, Animation, Typography, 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!