

Lansing Cai

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education

bfa graphic design
university of georgia
summer 2016

recognition

c. clifton memorial scholarship
2015, lamar dodd

spotlight print, letterpress
2015, Iowa State University Design School

first place winner uga thinc-a-thon
2014, Thinc UGA

hope scholarship
2012 – 2016

skills and tools

moodboarding	print design
affinity mapping	painting
mockups	drawing
wireframing	screen print
prototyping	letterpress
user personas	photoshop
branding strategy	after effects
user experience	illustrator
research	indesign
editorial	lightroom
illustration	office
animation	sketch
typography	marvel
web design	html/css
mobile design	jQuery

experience

efnep extension 2016 – present

- ▷ overhaul existing design work flow to improve efficiency and increase communication between teams.
- ▷ establish branding for program, and created deliverables including books, posters, photo booth items, competition materials, marketing materials, pamphlets, maps, instruction guides, T-shirts, and awards.

quantum bakery 2016 – present

- ▷ prototyped mobile app and website UX and UI mockups with color guides, and asset files for android and iOS development.
- ▷ compose graphics and layouts for two highly successful kickstarter campaigns, collectively raising over \$650,000 in funding.

red and black 2015 – 2016

- ▷ devised infographics, illustrations, covers, showcase spreads and graphics for advertisements.
- ▷ delivered spreads and graphics on a timely basis for publication.

axon tutors 2014 – 2015

- ▷ Led design direction, unified brand identity, conceptualized logo variations, and assembled brand guidelines.
- ▷ Produced all photography for social media and advertising platforms

bpsos 2011

- ▷ spearheaded an after school program for high school students in developing design skills using Adobe programs.
- ▷ led discussions on creative topics, projects assigned, and provided guidance and assistance in creative decisions.