

lansing cai

EXPERIENCE

CNN Digital Designer

2017 - Current

Motion design on CNN's daily news show, The Update. Brainstorm concepts, design visual information that report the daily news in digital form.

Collaborate with editorial to create illustrations for stories and articles featured on various parts of CNN's website and mobile application.

Design for CNNGo requests for shows such as State of the Union, GPS, Inside Politics, and Reliable Sources.

USDA, EFNEP Designer, Animator, Illustrator

2016-2017

Designed graphics and educational material used in EFNEP class sessions to aid in educating low-income and vulnerable families about nutrition and physical health. Animated videos, illustrated graphics that led to EFNEP's involvement on the web by 2X. Overhauled existing design in enrollment forms that led to 2X increase in general enrollment and outreach in fall 2016.

Developed sitemaps, wireframes, high fidelity mockups and prototypes using program research and audience feedback for EFNEP's revamped website (web and mobile).

Quantum Bakery UX Designer, Freelance

2014-2016

Primary illustrator and designer for two highly successful Kickstarter campaigns. Developed a product website with focus on e-commerce payment functionality and tracking of sales. Led the design direction and created sitemaps, user flow, wireframes, mockups using Sketch and Figma. Collaborated closely with project manager and developer on this project, launching by early 2017.

Red & Black Layout Designer

2015-2016

Designed layouts for print, using foundational design principles such as grids, rulers, guides, margins, information hierarchy, typography and composition while following communicative objectives. Delivered layouts on a weekly basis with strict deadlines. Over 10,000 copies of print are distributed across campus every week.

Axon Tutors Product Designer, Photographer

2014-2015

Led design direction, look and feel, color palettes, logos and typography for brand. Assembled and edited all photography used for social media and advertising platforms, which were used for two years after I left the company.

CONTACT

lansingcai.me

dribbble.com/lansingcai

lansingc418@gmail.com

EDUCATION

BFA Graphic Design

University of Georgia

Class of 2016

GPA: 3.7

PROFESSIONAL SKILLS

Design

illustration, animation, motion design, typography, branding strategy, editorial, screenprint, letterpress, affinity mapping, sitemaps, wireframing, user personas, user flow, moodboarding, prototyping

Software

adobe photoshop, illustrator, indesign, after effects, lightroom, audition, premiere, sketch, figma, inversion,

RECOGNITION

C. Clifton Memorial Scholarship

2015, Lamar Dodd School of Art

Spotlight Postcard

2015, Iowa State University (Design School)

1st Place Winner, ThincUGA

2014, University of Georgia Thinc.

Hope Scholarship

2012-2016

Thanks for reading!

v13 09.05.2017