

# lansing cai

lansingcai.me  
lansingc418@gmail.com

## ● education

### **bfa graphic design**

University of Georgia  
Class of 2016

## ● design skills

### **visual**

illustration, animation, motion design,  
typography, branding strategy,  
editorial, screenprint, letterpress

### **user experience**

illustration, animation, motion design,  
typography, branding strategy,  
editorial, screenprint, letterpress

## ● software skills

### **visual**

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

### **development**

invision, marvel, github, html/css, jQuery

## ● 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

## ● experience

### **EFNEP USDA**

2016–Current

- Created graphics and education material used in EFNEP class sessions to aid in educating low-income and vulnerable populations.
- Kickstarted social media presence by 5X with videos, related non-profit campaigns and outreach graphics.
- Overhauled existing design in enrollment forms that led to 2X increase in general enrollment in fall 2016.
- Built website from the ground up with user-centered design thinking.
- Developed high fidelity website prototypes, created typography and color palettes and considered constraints based on research.
- Created lower-third animations in After Effects for interviews and videos used as marketing material.

### **Quantum Bakery**

2014–Current

- Prototyped mobile app for Android and iOS.
- Designed UI and animations for mobile app.
- Composed graphics and layouts for two highly successful Kickstarter campaigns, collectively raising over \$650,000 in funding – Glow and Figment.
- Built website with developers with user-centered design and contributed sitemaps, wireframing and prototypes.

### **The Red and Black**

2015–2016

- Designed primarily for print, taking into consideration basic foundational design principles such as grids, rulers and guides, margins, information hierarchy with heavy focus on typography and composition.
- Delivered design work on a strict, weekly deadline for publication, with 10,000 copies of print distributed across campus every week.

### **Axon Tutors**

2014–2015

- Led design direction, spearheading look and feel, color palettes and typography for brand.
- Assembled and edited all photography used for social media and advertising platforms.

thanks for reading!

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