

lansing cai

lansingcai.me
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● 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 | Athens, GA

2016–Current

I worked directly with program coordinators to design graphics used in EFNEP class sessions to aid in educating low-income and vulnerable populations. I kickstarted EFNEP social media presence by 20X with new graphics and projects for our target audience. Part of my job is to overhaul existing design work flow to improve efficiency and increase communication between agents and target audience. Enrollment in the program increased by 2X after I redesigned forms in fall 2016.

Quantum Bakery | Mountain View, CA

2015–2016

I prototyped and designed mobile apps for Android and iOS. I composed graphics and layouts for two highly successful Kickstarter campaigns, collectively raising over \$650,000 in funding – Glow and Figment. I worked on a team to design packaging for two products that are in stores.

The Red and Black | Athens, GA

2015–2016

I devised infographics, illustrations, covers, showcase spreads and graphics for newspaper. I also delivered spreads and graphics on a timely basis for publication.

Axon Tutors | Athens, GA

2014–2015

I led design direction, unified brand identity, conceptualized logo variations, and assembled brand guidelines. I produced all photography for social media and advertising platforms.

BPSOS | Norcross, GA

2011

I spearheaded an after school program for high school students in developing design skills by producing short magazines, brochures and making illustrations. I led discussions on creative topics, provided guidance and assistance in creative projects.

thanks for reading!

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