

lansing cai

lansingcai.me
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● education

bfa graphic design

University of Georgia
Summer 2016

● design skills

visual

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

user experience

affinity mapping, wireframing, user
personas, moodboarding, prototyping
mockups, mobile apps, web design

● software skills

adobe

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

development

marvel, html/css, jQuery, github

● recognition

C. Clifton Memorial Scholarship

2015, Lamar Dodd School of Art

Spotlight Print, Letterpress

2015, Iowa State University
(Design School)

First Place Winner, Thinc-a-Thon

2014, University of Georgia Thinc.

Hope Scholarship

2012-2016

● experience

EFNEP Extension | Athens, GA

2016–Current

I overhauled existing design work flow to improve efficiency and increase communication between teams. I established branding for the program and annual conferences. I also designed deliverables for print and digital use: including books, posters, marketing materials, guides and social media graphics. I worked directly with the program coordinators to design graphics that are used in their class sessions to aid in educating low-income and vulnerable populations, primarily focused on families.

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!