lansing cai

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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
affinity mapping, sitemaps, wireframing, user personas, user flow, moodboarding, prototyping

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.

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!