

lansing cai

contact

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experience

EFNEP USDA, Designer 2016–Current

I created graphics and education material used in EFNEP class sessions to aid in educating low-income and vulnerable families about nutrition. I worked closely with the social media coordinator to kickstart EFNEP's involvement on the web by 2X with videos, related non-profit campaigns, outreach projects and marketing animations. I was responsible for overhauling existing design in enrollment forms that led to 2X increase in general enrollment in fall 2016. Using user-centered design thinking, I developed sitemaps, wireframes, high fidelity mockups and prototypes with constraints based on target audience.

Quantum Bakery, UX Designer 2014–Current

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

The Red and Black, Print Designer 2015–2016

I 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. I delivered design work on a strict, weekly deadline for publication, with over 10,000 copies of print distributed across campus every week.

Axon Tutors, Product Designer, Photographer 2014–2015

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

education

BFA Graphic Design
University of Georgia
Class of 2016

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, 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

thanks for reading!