

# lansing cai

## contact

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## experience

### EFNEP USDA, Designer

2016–Current

The Expanded Food and Nutrition Program is a nonprofit funded by USDA's NIFA and offered nationwide, free of charge. 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 and outreach in fall 2016. Using user-centered design thinking, I developed sitemaps, wireframes, high fidelity mockups and prototypes with constraints based on research and target audience.

### Quantum Bakery, UX Designer

2014–Current

Quantum Bakery is an early startup based in California, experimenting with new technologies with the goal of achieving ambient intelligence. I was the 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, Layout Designer

2015–2016

The Red and Black is the oldest and largest independent newspaper publishing company of UGA, my alma mater. I designed layouts for print, taking into consideration basic foundational design principles such as grids, rulers, guides, margins, information hierarchy, typography and composition. I arranged and assembled non-visual information visually, combining text and image while following communicative objectives. I delivered layouts on a weekly basis with strict deadlines for publication. Over 10,000 copies of print are distributed across campus every week.

### Axon Tutors, Product Designer, Photographer

2014–2015

Axon Tutors is a startup that matches tutors and students through an online marketplace. Matching marketplace service expanded from one to sixteen schools by early 2016. I spearheaded design direction, look and feel, color palettes, logos 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

GPA: 3.7

## 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!