

# lansing cai

## EXPERIENCE

### **CNN, Digital Designer**

Motion designer for CNN's daily news show, The Update. Collaborate with other verticals within CNN to create illustrations and graphics for articles featured on various parts of CNN's website and mobile application.

### **USDA EFNEP, Designer, Animator**

Designed educational material used in EFNEP class sessions – aimed to provide health and nutrition facts to low-income, vulnerable families. Animated marketing videos and overhauled existing enrollment that led to 2X increase in participation and involvement.

### **Quantum Bakery, UX Designer, Freelance**

Developed a product website with focus on e-commerce payment functionality and tracking of sales. Led the design direction and created sitemaps, user flow, wireframes, mockups using Sketch and Figma. Primary illustrator and designer for two highly successful Kickstarter campaigns.

### **The Red and Black, Layout Designer**

Layout designer for print, using foundational design principles such as grids, guides, margins, information hierarchy, typography and composition while following communicative objectives. Delivered layouts on a weekly basis with strict deadlines. Over 10,000 copies of print are distributed across campus every week.

## CONTACT

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## PROFESSIONAL SKILLS

### **Design**

motion design, illustration, branding, printmaking, HTML, CSS, Javascript, Github

### **Software**

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

## EDUCATION

### **University of Georgia**

BFA Graphic Design, Cum Laude  
Class of 2016  
GPA: 3.7

### **Highlights**

C. Clifton Memorial Scholarship  
2015, Lamar Dodd School of Art

Spotlight Letterpress Postcard  
2015, Iowa State University

1st Place Winner, ThincUGA  
2014, University of Georgia Thinc