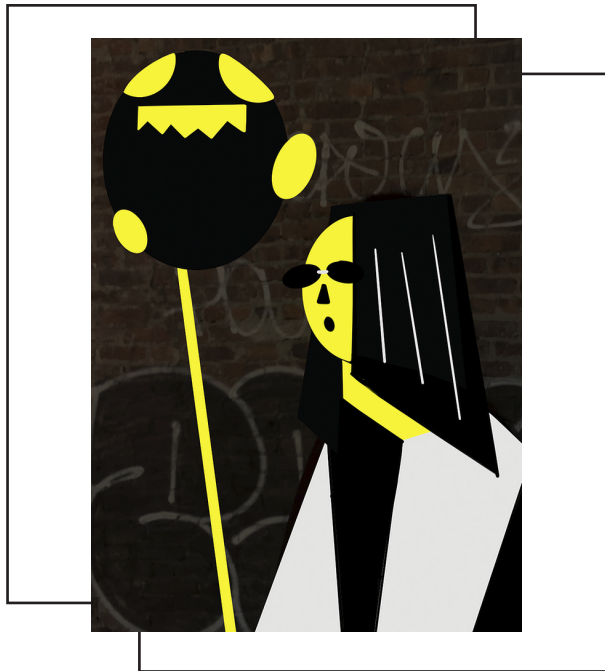


KAIQI CAI

Art Director



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AWARDS

1 X Gold
49th Print & Packaging,
Creativity International Awards 2020

1 X Gold
Graphis Advertising Annual 2020

3 X Silver + 5 Honorable Mention
Graphis New Talent Advertising Annual 2019

6 X Selected
Ads of the world

1 X Shortlisted
Creative Conscience 2020

EXPERIENCE

Jr Art Director

LAUNDRY SERVICE, NY 09-Present. 2022
- Concepted for pitches and created campaign content for brands, like *General Electric*, *Meta*, *Omorpho*

Freelance Jr Art Director

ANALOGFOLK, NY 04-09. 2021
- Created design system and concepted for social content in different cultural moments for *T-Mobile* and *Michelob Ultra*

Freelance Jr Art Director

VMLY&R Commerce, CL 03-04. 2021
- Helped creative team to design different executions for *John Deere's* dealership for 4 weeks

Freelance Visual Designer

TOPYS, SZ 11-01. 2021
- Concepted and created layout and design system for projects and banners, like *Design for You*, *JianGuo*.

EDUCATION

Art Direction

Miami Ad School 07. 2018- 06. 2020
- Coursework Included: Type Journey, Product Creation, Video Storytelling, Digital Campaign

Media, Culture and Communication

Minor Psychology

New York University 09. 2014- 12. 2017
-Coursework Included: Film Analysis, Social Media, Social Psychology, Intro to Marketing

SKILLS

Adobe Creative Suite
Art Direction
Billards