

# KAIQI CAI



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www.kaiqi-cai.com

## EXPERIENCE

### Art Director

LAUNDRY SERVICE, NY 09.2021-10.2024

Concepted and created campaign and social content for brands, like *General Electric*, *Google Play*, *TurboTax*

### Jr Art Director

ANALOGFOLK, NY 04.2021-09. 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 03.2021-04. 2021

Helped creative team to design different campaign materials for *John Deere's* dealership

### Freelance Visual Designer

TOPYS, SZ 11.2020-03. 2021

- Concepted and created layout and design system for projects and banners, like *Design for You*, *JianGuo*.

## 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

## EDUCATION

### Art Direction

Miami Ad School 07. 2018- 06. 2020

### Media, Culture and Communication

Minor Psychology

New York University 09. 2014- 12. 2017

## SKILLS

Adobe Creative Suite

Art Direction

Brand Design

Billards