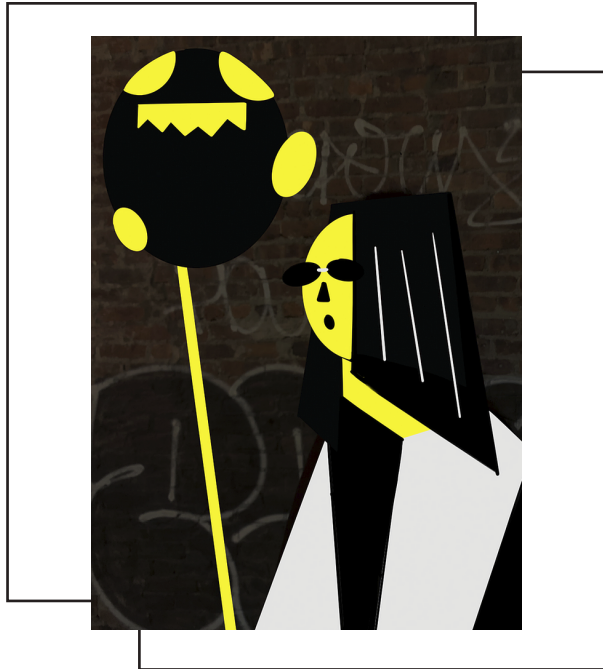


# KAIQI CAI

Art Director



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[www.kaiqi-cai.com](http://www.kaiqi-cai.com)

## **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

4 X Selected  
Ads of the world

1 X Shortlisted  
Creative Conscience 2020

## **EXPERIENCE**

### Freelance Designer/Art Director

TOPYS, SZ 11-01. 2021

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

### Art Direction Intern

TBWA\Chiat\Day, NY 07-09. 2020

- Assisted creative team from concepting to executing for brands, like *Oculus, Portal, Hilton, Mtn Dew*.

### Digital Marketing Intern

Universal Processing LLC, NY 04-07. 2018

- Worked with multidisciplinary team to build website, assisted clients and created social media assets

### Art Direction Intern

Tian Yu Kong, SH 01-04. 2018

- Collaborated with creative team to develop campaigns from ideation to execution

## **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