

KAIQI CAI

Art Director



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AWARDS

1 X Gold

49th Print & Packaging,
Creativity International Awards

1 X Silver

2019 Graphis New Talent Advertising Annual

2 X Selected

Ads of the world

EXPERIENCE

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 Intern

Tian Yu Kong Advertising, SH 01-03. 2018

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

Social Media Coordinator

Breakthrough Social, NY 05-08. 2017

- Crafted viral stories for brands and managed posting schedule, executed on posts

Assistant Photographer

Moda Operandi, Inc, NY 09-12. 2015

- Supported in-house photographer for photoshoots from setup to production

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

Mastering Adobe Creative Cloud

Making Weird Ideas

Speaking Mandarin

Playing Billiards

Drinking Coffee

Walking Pidan