

KAIQI CAI

Art Director



917.860.2201

kaiqicai96@gmail.com

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

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, Bubly

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 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

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