

KAIQI CAI

Art Director



917.860.2201

kaiqicai96@gmail.com

www.kaiqi-cai.com

AWARDS

1 X Gold

49th Print & Packaging,
Creativity International Awards

3X Silver

Graphis New Talent Advertising Annual

4 X Selected

Ads of the world

EXPERIENCE

Art Direction Intern

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

-Assisted creative team from concepting to building executions for brands, like Bubly, Oculus, Portal

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

Mastering Adobe Creative Cloud

Making Weird Ideas

Speaking Mandarin

Playing Billiards

Drinking Coffee

Walking Pidan