



# LUCIA CAI

(Loo-sha Kai)

## CONTACT



### MOBILE

651-260-2881



### EMAIL

luciagcai@gmail.com



### WEBSITE

luciagai.com

## EDUCATION

### University of Minnesota

BFA | Graphic Design

2014-2017

### School of Visual Arts

Studied Advertisement

2008-2010



## EXPERIENCE

2019-2022

### Graphic & Production Designer

Guaranteed Rate

- Create deliverables GR's leading loan officers
- Create brand guidelines for newly acquired companies
- Design tie-in designs for GR's 2021 Super Bowl Ad
- Unify all print, social, digital, & email files for all GR brands
- Mentor incoming designers

2018

### Lead Designer

Idea Booth

- Designed Turano Baking Co's Fall 2018 ad campaign
- Developed brand guidelines for existing & new clients
- Created keynote speeches for C-Suite clients
- Oversee entire creative team

2017-2018

### Jr. Art Director

Jacobs Agency

- Design new collateral for Smithfield Foods & subsidiaries
- Designed new logos for PepsiCo's internal initiatives
- Create exploratory work & sales pitches for new clients



## SKILLS & EXPERTISE

### Design

Illustrator

InDesign

Photoshop/Lightroom

Adobe CC

HTML/CSS

Sketch/Figma

### Office

Microsoft Office

Google Drive

Jira

Workfront

Basecamp

### Interpersonal

Mandarin Chinese

English