

KATIE CAI

UI, UX & A DASH OF VISUAL DESIGN

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EXPERIENCE

Freelance designer/consultant

Katiecai.com

📅 Jul 2014 - present 📍 Tokyo, Japan

Creative generalist with a strong visual background specializing in web, graphics, user interface, and experience design. Previously based in Tokyo and currently in San Francisco.

☞ My cup of tea:

- Visual Design • UI Design • UX Design • Wireframing • Prototyping
- Web Design (responsive) • Branding and Identity • Graphic Design
- Illustration • Print and Digital Collateral • Social Media Campaign
- Facebook Apps • Simple Animations

Digital Designer

Online Circle Digital

📅 Feb 2012 - Jun 2014 📍 Melbourne, Australia

Online Circle Digital is a digital agency servicing leading brands including Cadbury Dairy Milk, Mercedes-Benz and Target. Here I acted as Design Lead and was also the main designer for our in-house social media content analytic and automation tool, Social Pulse.

✍ A day in the office:

- Oversee projects from start to finish - from ideation to research, wireframes to prototyping, and design to final testing.
- Create and improve the process to efficiently handle design files and flow within the agency.
- Help encourage a co-learning environment by starting a weekly internal "Creative Team EDMs" and shared resources accounts.
- Mentor and support junior designers.

EDUCATION

Bachelor of Multimedia and Digital Arts

📍 Monash University (Australia)

📅 2008 - 2010

LANGUAGES

English ● ● ● ● ●

Chinese ● ● ● ● ○

Japanese ● ● ○ ○ ○

MY PASSIONS

- ♥ I **love** designing beautiful and intuitive experiences.
- ♥ I'm **passionate** about helping solve problems to enrich our lives or ourselves.
- ♥ I **geek out over** technology, innovation and immersive experiences.
- ♥ I'm always **seeking out** new inspiration and perspectives.

TOOLS OF THE TRADE

Photoshop

Illustrator

InDesign

InVision

Sketch

Pen & paper

Basic HTML & CSS

...and always learning more!

Unity

Javascript

After Effects

