

KAI CAI

Communication & UX Designer

email : kaicai1116@gmail.com

Linkedin : www.linkedin.com/in/kai-cai

Communication Designer with 7+ years of experience in branding, digital communication, and cross-market campaigns. Background includes healthcare, finance, consumer electronics, and cultural industries across agency and in-house teams. Recent work solves UX communication challenges: information architecture, content structure, and decision-flow mapping, supported by technical front-end prototyping to streamline design-to-code integration.

EXPERIENCE

Creative / Digital | Weber shandwick / IPG DXTRA, 2025–2026

- Developed digital campaigns and communication assets for healthcare, finance, and lifestyle clients.
- Worked on UX communication projects for HKMCA, focused on financial information clarity and decision-flow structure.
- Created healthcare and insurance communication materials for clients including AIA and Novartis across digital and presentation platforms.

Graphic Designer, APAC | ZAGG Inc. , 2023–2024

- Managed visual execution for ZAGG and mophie campaigns across APAC — digital, retail, packaging, and in-store.
- Maintained brand consistency across APAC and ANZ markets while adapting assets for regional launches.
- Delivered campaign assets aligned with global guidelines and regional retail needs.

Graphic & Brand Designer | The Bay Opera Of Shenzhen. , 2021–2022

- Built visual identity for large-scale cultural events across print, digital, and spatial experiences.
- Evaluated ticketing UX with a focus on information clarity during audience decision-making.
- Developed the “On Show” art bookshop identity system, contributing to ~25% (internal estimate) increase in visitor dwell time.

Branding Designer | Red Apple Furniture, 2019–2021

- Modernised brand communication for younger audiences through updated visual systems, campaigns, and exhibition design.
- Designed branded exhibition experiences for large-scale industry events including the International Furniture Fair.
- Developed IP merchandise and social communication content that increased readership from 20% to 70%.

Designer, Illustrator | Okamoto, 2018–2019

- Created illustrated campaigns for Greater China social channels.
- Readership grew and engagement more than doubled on key campaigns during my tenure.
- Collaborated with marketing and e-commerce teams on digital campaign communication.

SKILLS

Information Architecture (IA)
Design Systems & Governance
UX / UI Design
Design-to-Code Prototyping
Visual Systems Design
Digital Experience Design
Visual Storytelling

PORTFOLIO

<https://www.kaicaidesign.com/>
(Selected case studies available upon request)

TOOLS

Adobe Creative Suite
Figma
Cursor / Astro
WordPress / WIX
Procreate
Microsoft Office Suite
Midjourney
Stable Diffusion
ComfyUI

LANGUAGE

English (Fluent)
Cantonese (Fluent)
Mandarin (Native)

EDUCATION

Guangzhou Academy of Fine Arts
B.A. in Printmaking
Focus in Book Arts