

**Cindy T. Mai**  
Graphic Designer

Branding and Communication  
Design in Full Measure

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Education

Graduated 08 / 2013

**Art Center College of Design — Pasadena, CA**  
Bachelor of Fine Arts in Graphic Design, with an emphasis on cross-media branding

Graduated 06 / 2007

**University of California, Los Angeles — Los Angeles, CA**  
Bachelor of Arts in Political Science, emphasis on Political Theory

Experience

03 / 2014 — Present

**Nike, Inc. — WHQ, Beaverton, OR**

*Concept Designer for Global Nike Women*

Author and usher creative direction from product inspiration through brand engagement. Art direct photoshoots, design communications in print, interactive media, and environments. Performed consumer research, authored consumer strategy.

*Brand Designer for Global Nike Running*

Created consumer-facing assets across print, web, environments.

09 / 2013 — 03 / 2014

**Ferroconcrete — Los Angeles, CA**

*Graphic Designer*

Led design and conceptual directions for various branding projects. Worked on packaging, editorial, and motion conceiving and design.

05 / 2012 — 08 / 2012

**IDEO — San Francisco, CA**

*Communication Design Intern*

Contributed to research, user experience, environments design, and environmental graphics for client.

Recognition

07 / 2014

Various logos and designs published in Gestalten's *Los Logos 7*

02 / 2014

Belly Restaurant Branding featured in *Branding Served* website

01 / 2014

Belly Restaurant Branding featured in *LA I'm Yours* Design Blog

Spring 2013

The Pull project featured in Art Center College of Design's *Dot Magazine*

Skills

Adobe Creative Suite,  
Art Direction, Creative Direction,  
Strategy, Design Research

*References happily provided upon request*

