

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

