

Kai Takahashi

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San Francisco, CA • New Haven, CT

EXPERIENCE

+ Earnest, Inc. — Freelance Production Designer, NOVEMBER 2016–PRESENT

- Designed ads for the marketing team following brand style guide
- Worked with design producer and copywriter

San Francisco, CA



+ Digital Surgeons — Design Intern, AUGUST 2016–PRESENT

- Worked with creative director, designers, developers & strategists in Agile sprints
- Responsibilities included wireframing, UI, branding/identity, iconography, copy, sales deck design, CMS case studies, billboard design, social media calendar
- 'Hero of the Cycle' award

New Haven, CT



+ Office of the Yale University Printer — Freelance Designer, JULY 2016

- Under University Printer John Gambell, designed print assets for Beinecke Library, University Library T-shirts & Yale Club heraldry brochure, unisex restroom icon

New Haven, CT



+ Punctumotion — Product Designer, OCTOBER 2015–APRIL 2016

- Created innovative motion-based punctuation for yearlong senior thesis
- Designed Punctumotion web app, animated explainer video & punctuation history booklets; researched history of punctuation; advised by John Gambell

New Haven, CT



+ The Game — Designer/Entrepreneur, FALL 2012–FALL 2015

- Independently designed, marketed & sold a pro-Yale shirt each fall for annual Harvard-Yale football game, increasing sales 10x to ~300 in 2015

New Haven, CT



+ SME, Inc. — Freelance Designer & Creative Services Intern, JUNE–OCTOBER 2015

- Worked directly with Chief Creative Officer, senior designer, brand planner
- Clients included professional sports teams, colleges & development district
- Designed branding/identity, brand reveals, newsletters, uniforms & sales decks

New York, NY



+ Berkeley College — Intramural Sports Director, MARCH 2013–MAY 2016

- Lead, organized, designed & recruited for undergraduate intramural sports, improving from 10th/12 to Tyng Cup Champions in 3.5 years (the first in 62 years)

New Haven, CT



+ Kaideas — Owner & Operator, 2010–PRESENT

- Designed apparel, logos & posters for venture capital, startups, non-profits, varsity teams, publications, clubs, charity events, plays, schools & musicians

New Haven, CT



Past: **Brandiose** (San Diego, CA), **California Summer Music** (Rohnert Park, CA)

EDUCATION

+ Yale University — Bachelor of Arts in Art, August 2012–May 2016

Cum laude, with distinction in the Art major, GPA 3.87/4.0
Lohmann Prize (excellence in undergraduate design, *hon. mention*)
Robert E. Lewis Award (demonstrating the ideals of intramural competition)
Berkeley College Mead Cup (contributing most in leadership & service)
Berkeley College Athletic Prize (contributing most to Berkeley athletics)
Designer for Yale College Council, *The Yale Herald*, Whaling Crew

+ School of Visual Arts — Summer Residency (Type Design), Summer 2014

Designed typeface Kettle Kern for Kettle Corn New Music concert series
Instructors: Tobias Frere-Jones, Jessica Hische, James Montalbano, Dan Rhatigan

+ Choate Rosemary Hall — High School Diploma, August 2008–June 2012

Cum Laude Society, Dean's List (all terms), GPA 3.8/4.0; SAT: 2350/2400

SKILLS

Illustrator	UI/UX Design
Photoshop	Branding
InDesign	Identity
After Effects	Type Design
Sketch	Typography
InVision	Advertising
HTML	Iconography
CSS	Motion
Javascript	Copywriting
jQuery	Social Media
PHP	
Java	Cello
FontLab	Spanish