

Dear SWANS Recruiting,

I'm Alice Cai, a visual designer that frequently specializes in brand identity and graphic design. I hold a bachelors degree in communication design and a minor in human computer interactions from Carnegie Mellon University. With a background rooted in both creative storytelling and research, I practice design with the intention to deeply understand each initiative I touch to leave them with an empowered and compassionate identities and designs.

My work experience has since spanned from global design agencies like R/GA and Prophet Consultancy, to small startup focused clients like Remotion and NEN Creative. Starting out with larger agencies has allowed me to integrate renown design processes into my workflow as well as collaborate with copywriters and strategists while working on refining brands for global companies, like Dunkin' and Estee Lauder. As a freelancer, I work with clients across various industries, including tech, biotech, healthcare, consumer goods, and more, and accelerate their growth by producing brand guidelines, websites, and social content.

I'm interested in joining SWANS as an intern to work with beautiful and elegant brands. I've previously enjoyed creative directing and designing for fashion shows, and I loved the challenge of creativity and refined, elegant design. Please find my portfolio at alicelcai.com and feel free to follow up with any questions! I'm excited to pursue this opportunity and I look forward to hearing back.

Thank you so much for your time and consideration,

Alice Cai