

KUI CAI

INNOVATION
STRATEGY
DESIGN

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Education

Art Center College of Design

2015 - 2017

Master of Science in Industrial Design

ArtCenter Merit Scholarship
Pasadena, CA

Claremont Graduate University

2016 - 2017

Master of Business Administration (M.B.A.)

Claremont, CA

PENSOLE Footwear Design Academy

May 2016

Short design studio course working with Nike

Portland, Or

The Central Academy of Drama

2004 - 2008

Bachelor Degree of Fine Arts, Stage Design

Beijing, China

Experience

Concept Designer

July 2017

VANS, Pasadena, CA

- Worked with VANS global innovation team and created an immerse brand experiences through innovation & authentic culture.

Director, Products Department

2014 - 2015

IDX, Shanghai, China

- Led, Planned, conducted and coordinated the product department which includes the line planning and the commercialization of all footwear products.
- Directed and managed design process from concept to finished product.
- Worked with direct reports to establish goals and set expectations, monitor their progress against the plans, and take action to manage risks to ensure individual and company success.
- Set product pricing for new product releases to meet revenue & profitability goals.

Manager, Products Planning Department

2010 - 2013

PEAK Sports Products Co., Limited, Beijing, China

- In charge of planning and developing the right marketing strategy.
- Led the footwear and apparel team to create the seasonal product strategies and line plan to achieve PEAK's each category's financial objectives with respect to revenue, margin, SKU efficiency, etc.
- Conducted the creation of the quarterly stories including form, style, color, materials, finishing, graphic and production.
- Worked closely with professional athletes, specialist and scholars to design and develop PEAK's footwear technology "Gradient dual energy technology" which has been applied to NBA player Tony Parker's signature product line.
- Conducted the consumer, market, trend and brand research for the new business called PEAK Basketball Themed Shop. Participated in its development of consumer experience.

Senior Products Designer

2008 - 2010

PEAK Sports Products Co., Limited, Beijing, China

- Produced innovative footwear designs for NBA players such as Jason Kidd, Shane Battier and Sasha Vujacic.
- Created footwear lines from concept to reality for PEAK's Basketball category.

Capabilites

Software: Adobe Creative Suite, Solidworks, Rhino, Keyshot, Sketchup, Microsoft Office, Keynote and iMovie

Professional Skills: research and strategy, future studies, concept development, user experience design, trend analysis, product development, workshop facilitation, prototyping, visualization, user interface design, project management, sneaker culture, interpersonal skills.

Language:

English (fluent)
Chinese Mandarin (Native)