

Una (Yun-Zhen) Cai

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Innovative **Multimedia Designer & Creative Technologist** specializing in interactive experiences, immersive storytelling, and visual identity. I bridge the gap between emerging technology and brand strategy by leveraging **Unreal Engine, physical computing, and UI Design**. Proven track record in delivering scalable design solutions and strategic branding that drive engagement across digital and physical platforms.

ArtCenter College of Design,

Pasadena, California, Sep 2024 – Jun 2027

Master of Fine Arts, **Media Design Practices (MDP)**

• GPA 4.0/4

National Taiwan Normal University (NTNU) -

Taipei, Taiwan, Sep 2020 – Jun 2024

Bachelor of Fine Arts, Department of **Design**

• GPA 3.88/4

WORK EXPERIENCE

Sep 2025 –Present | **Studio Manager/Events Coordinator**

ArtCenter College of Design — Los Angeles, CA

- **Social Media Production:** Execute visual design for marketing and events, including video production, motion graphics, and social media content planning.
- **Exhibition Design:** Curate and coordinate departmental exhibitions, managing spatial layout and interactive elements to enhance visitor engagement.

Jul 2021 – Present | **Freelancer**

- Delivered **branding solutions** for 20+ clients across **government, e-commerce, and education sectors**.

June – Aug 2025 | **Marketing & Design Assistant**

Young Scholars — Los Angeles, CA

- **Web Development:** Spearheaded website migration from Weebly to Wix, implementing a scalable CMS and improving site architecture for leadership updates.
- **Collateral Design:** Produced high-quality marketing materials (flyers, newsletters, booklets) using Adobe CC and managed digital outreach campaigns.

Jul 2022 – Aug 2022 | **Product Marketing Intern**

Delta Electronics — Taipei, Taiwan

- **Digital Assets:** Designed web-based marketing materials and 3D simulation graphics for Vivitek products.
- **Award-Winning Design:** Developed sustainability-focused website prototypes that won **3rd Place** in a company-wide pitch.

Apr 2022 – Jun 2022 | **UI/UX design intern**

SparkAmplify — Taipei, Taiwan

- **Website Migration:** Refactored site architecture and migrated it from Webflow to Wix, reducing page-load time.
- **Feature Testing:** Collaborated with the web development team to implement new features like pop-up surveys, aligning user feedback with design solutions.

COURSE PROJECT

Jan 2025 – Apr 2025 | **Google Sponsored Studio – Participant**

ArtCenter College of Design

- Led trend & user-insight research to identify CMF opportunities, mapping 4 key market gaps.
- Prototyped an internal **AI Workflow Toolkit** that accelerated design iteration.
- Presented **3 milestone critiques to Google mentors**, integrating feedback to enhance UX feasibility.

Language: Traditional Chinese/Mandarin (Native), English (Fluent/IELTS 8.0)

Technical Skills: Design & Strategy: Design Systems, UX/UI Design, Motion Graphics, User Research, Unreal Engine (Blueprints), Physical Computing (Arduino/Sensors), p5.js, HTML5/CSS3, JavaScript