Karlique Caesar.

Karlique Caesar seeks to blend the worlds of exploration and creativity with practicality and solutions to bring the child-like enthusiasm of play into the UX/UI Product Design industry. Caesar owes much of his curiosity to an early adoption of learning as a toddler. Puzzles, brainteasers, and games of strategy all served to jumpstart Caesar's interest in understanding the "How?" of the world. To Caesar, life is based on the pursuit of knowledge and, most importantly, the fun of figuring something out and proudly claiming, "I did it!".
Caesar's curiosity only served to champion his excursion into creation, focusing on illustration, writing, and design. Together these traits have culminated in an obsession to solve the problems of our world through the vehicle of design. Caesar is currently attending the final semester of his baccalaureate degree program in the Business and Technology of Fashion from the City University of New York (CUNY) New York City College of Technology. His mental wanderlust has brought him to learn the business cycles of many industries such as fashion, banking, retail, and food services, and participate in extracurricular activities such as hosting a career panel with the CUNY New York City College of Technology Professional Development Center, participation in the aforementioned university's Fashion Futurist Club and 2x participant in the Annual Poster Presentation Honors and Undergraduate Research Emerging Scholars Program. Caesar intends to pursue his Master of

Fine Arts (MFA) in the discipline of Media Design at Full Sail University post-graduation. With a storied history of experiences, Caesar's ultimate goal is to work on many UX/UI projects to create a more user-accessible environment.

When designing the logo, Caesar wanted to express simplicity and clean font expression. The logo needed to be pleasant to look at but also not stress the viewer to figure out. The cloud symbolism represents a peaceful day because all concerns and worries have been handled. A day so peaceful one could just kick back and watch the clouds. The color scheme of the logo was meant to bring about an air of sophistication and demand (Adomaitis,2024) through the use of the shade of black being juxtaposed with the bold and powerful color of red, cutting through the mundane and bringing with it an intensity.

Mission Statement

Caesar's mission is to make the world a more accessible place for all. As the world evolves, more and more of our lives have been converted into 0s and 1s. The digital age shows no sign of slowing down and not everyone has been prepared for the shift into a more automated society. As code and computational technology become increasingly sophisticated, a design must serve to answer the tough questions in the simplest and most recognizable form. With a background in design, and research and an analytical mind, Caesar serves to keep those being left behind in time in mind and provide them with an accessible online experience that serves to educate, not overcomplicate.

Personal Objectives

- **Live a healthier lifestyle.**
  - Walk at least 15,000 steps per day.
  - Cook at home healthy and nutrient-dense meals.
  - Workout at the Gym for at least 45 minutes, three days a week
  - Start my mornings with a calisthenic workout routine.
  - Set aside time for meditation.
- **Release more personal work.**
  - Complete and release my comic, *To Live is Human*.
  - Record my newer music/poems and release them.
  - Record the process and upload it on social media to help build "How to" engagement.
  - Build a personal portfolio up to the standard of a professional.
  - Work on my personal portfolio for at least one hour every day.
- **Start a Family.**
  - Move out of my family house.
  - Find an apartment in Texas, New Jersey, or wherever offers the best combination of opportunity and growth.
  - Propose to marry my girlfriend.
  - Purchase a house to support children.
  - Have children.
- **Take up a role in community mentorship.**
  - Participate in some form of community project to bolster the minds of the youth.

- Share options and opportunities with the youth, especially young black men.
- Become more worldly and educate myself better on intercultural dynamics.
- Put myself in a position to donate to and/or fund educational programs that align with my vision.
- Teach students as a way to curate the next generation of talent.

- **Travel the world.**
  - Visit Japan and try local cuisine, and visit landmarks such as Shibuya Station, Arashiyama Bamboo Forest, and Osaka Castle.
  - Visit St. Vincent and learn more about my cultural background.
  - Visit Peru and the Philippines to understand my partner's cultural background and spread those experiences with our children.
  - Visit Disney World and Universal Studios as an in-country vacation spot.
  - Visit Australia and experience the Outback, Great Barrier Reef, and local comedy shows.
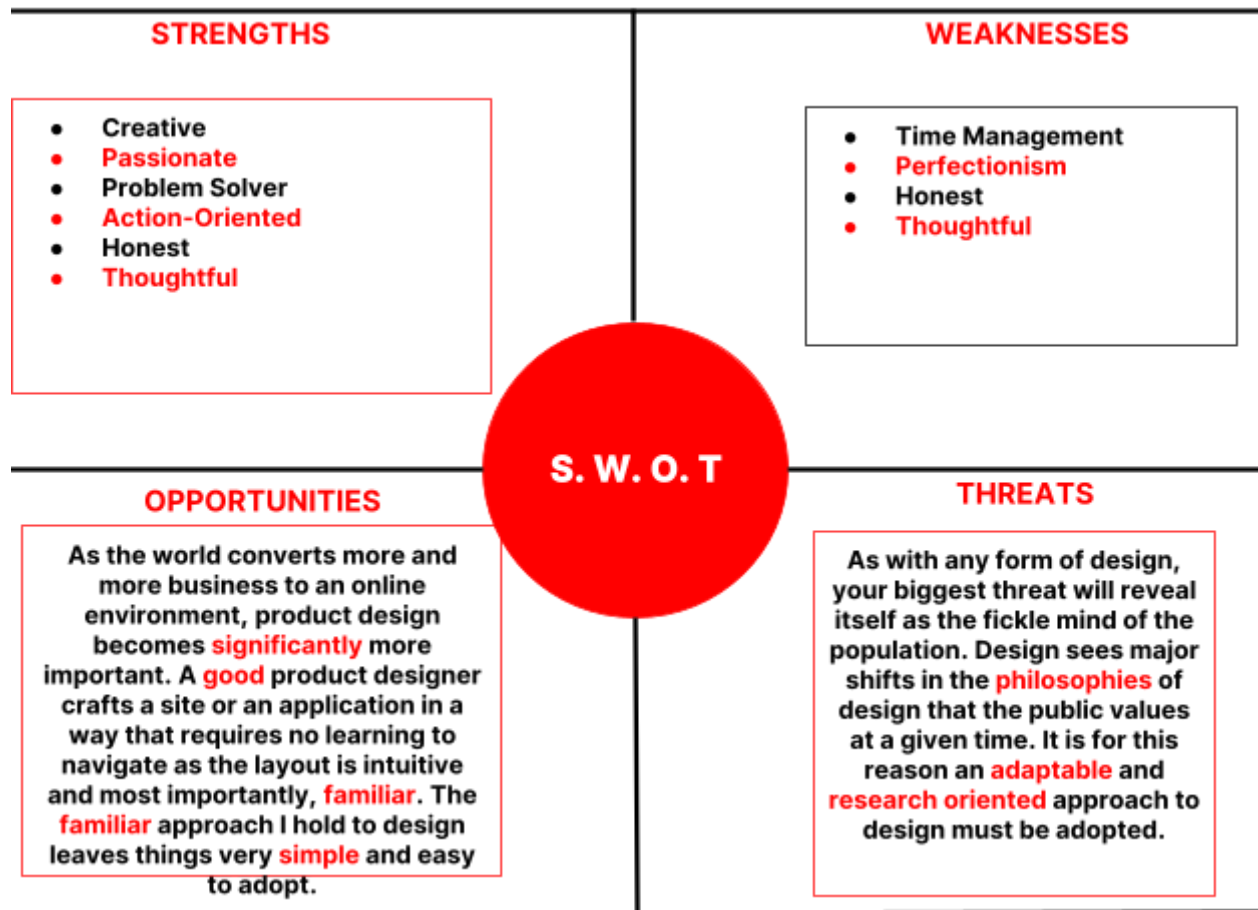
Professional Objectives

- **Start my career in Product Design.**
  - Attend Full Sail University in an accelerated program to graduate with an MFA in Media Design.
  - Secure a position either with a digital marketing agency or an in-house product development team as a Junior Product Designer.

- Pay my dues and rise the rank from Junior to Standard to Senior Product Developer working directly with the Product Manager, Vice Presidents, and C Suite to accomplish company objectives.
- Make more than enough money for my family to live comfortably and provide myself with the flexibility of work hours to spend time at home with my family and be very active in our growth.
- Work on many projects with many teams, meeting many people, all with the same goal of completing our specific objective and solving that problem.
- Develop a **professional mentorship network.**
  - Actively search for mentorship within graduate school and the professional workforce to trade their wisdom and knowledge for my youth and innovation, ensuring a mutually beneficial relationship.
  - Pursue any opportunity to work directly under a mentor in graduate school or the professional workforce to prove work quality and ethics.
  - Maintain my professional relationship with mentors that I already have allowing for periodic updates and opportunities that I have become privy to when given the chance.
  - Develop a diverse array of professional mentors in all fields of business I wish to learn more about.
  - Continue professional work with mentors I have worked with in the past non-conditional to current enrollment or employment status.
- Continue my **professional development.**

- Give back to the universities and schools that helped make me by participating in seminars, panels, and career development.
- Work to better my name and reputation all the while crediting the mentors and institutions that helped to make me.
- Adopt mentees of my own and work diligently to develop them professionally.
- Potentially provide my expertise as an adjunct professor to assist in the in-class development of the next generation of academics.
- Take classes to remain on the cutting edge of design technology as the industry continues to evolve.

SWOT Analysis

STRENGTHS

- Creative
- Passionate
- Problem Solver
- Action-Oriented
- Honest
- Thoughtful

WEAKNESSES

- Time Management
- Perfectionism
- Honest
- Thoughtful

S. W. O. T

OPPORTUNITIES

As the world converts more and more business to an online environment, product design becomes significantly more important. A good product designer crafts a site or an application in a way that requires no learning to navigate as the layout is intuitive and most importantly, familiar. The familiar approach I hold to design leaves things very simple and easy to adopt.

THREATS

As with any form of design, your biggest threat will reveal itself as the fickle mind of the population. Design sees major shifts in the philosophies of design that the public values at a given time. It is for this reason an adaptable and research oriented approach to design must be adopted.

References
Adomaitis, Alyssa Dana (2024) Visual Merchandising Chapters 1-4, 26-28