

# JOSEPH LE

## VISUAL DESIGNER

647-770-0975

joseph.le14@gmail.com

56 Port Royal Trail,  
Scarborough, ON

### EDUCATION

**OCAD University**  
2010 – 2014  
Bachelor's Degree,  
Graphic Design

### AWARDS/HONORS

**Summer Company Youth  
Entrepreneurship Program**  
Summer 2013  
Youth Entrepreneur/  
Award Recipient

### PROFESSIONAL SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
HTML & CSS (Basic)  
Copywriting  
Strategic Branding  
Conceptual UI/UX Design  
Editorial Design  
Illustration  
Multidisciplinary Collaboration

### REFERENCES

Available upon request

### ABOUT ME

I am a Toronto-based graphic designer. I have a strong interest in all design-related things, particularly typography, UI/UX design, and human-computer interactions.

I am capable of working independently and work positively in a team environment. I am always eager to experiment with new mediums and tools; this has allowed me to analyze and tackle visual problems with exceptional creative solutions.

### EXPERIENCE

**Pakathon Global** May 2015 – Present  
Graphic Designer

- Collaborated with a multidisciplinary team to consolidate and build a more cohesive visual identity for the organization.

**Boost Equity Crowdfunding Web Portal** July 2014 – Present  
Visual + UI Designer / Freelance Designer

- Collaborated with the team to design the website's process flow.
- Designed iterative concepts and wireframes through sketches, and high-fidelity mockups of the website.
- Worked closely with developers to create a functional prototype of the website for internal and user (small sample) testing.

**Boxnest Software Consultation** 2013 – Present  
Co-Founder / Freelance Designer

- Worked together with clients to develop a comprehensive creative brief for projects.
- Brainstorming/sketching layouts, designing compositional wireframes, and creating high-fidelity mock-ups of the websites.

### PAST EXPERIENCE

**Pakathon Toronto** Summer 2014 – May 2015  
Graphic Designer

- Worked with a team of designers and strategists to develop a new visual identity for the Toronto division.
- Designed promotional print and web materials for the Pakathon Toronto Hackathon event(s).

**Health in Motion Rehabilitation** Sept 2014 – Feb 2015  
Graphic Designer/ Web Marketing

- Created promotional displays/ developed layouts and production design of affiliate websites, newsletters and other publications.
- Managed the company's branding and online presence through the company's website, and other social media outlets.