

Joseph Le

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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

Overview

I am a visual designer with experience working on digital, print, and brand strategy. My passion for design is centered around creating pragmatic, user-centric, and compelling research-driven narratives. I am capable of working independently and also excel in collaborative team settings.

Experience

Navigator Ltd. Jan 2016 – Present
Graphic Designer

- Facilitated the design of presentation decks (RFPs, clients) and other project deliverables with quick turnaround times
- Ensured that products were consistent with brand guidelines
- Worked on the redesign of the Navigator website by developing sketches, site maps, user flows, and wireframes

Pakathon Global Aug 2014 – Jan 2016
Graphic Designer

- Collaborated with a multidisciplinary, global team to consolidate and build a more cohesive visual identity for the organization
- Produced design solutions that generated further interest for the Toronto event; increased participant numbers from 50 to 100+
- Designed web graphics, promotional prints, presentations for corporate fundraising, and a social media campaign

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

- Developed layouts and oversaw production for newsletters, brochures, online publications, and social media content
- Managed the company's branding and online presence through their social media channels

Freelance Projects

Boost: Equity Crowdfunding Portal July 2014 – Sept 2015
Visual + UX / UI Designer

- Served as visual lead on design from conception; created iterative wireframes, high-fidelity mockups, and an early prototype
- Worked closely with developers to create a functional MVP prototype of the web platform
- Conducted extensive user testing through 50+ user interviews and 250+ user surveys: increased conversion rate by 30% during alpha testing