

# David Le

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## Experience

### Freelance — Visual Designer

Aug. 2021 - Present | Medford, MA

- Facilitate client meetings, aligning project scope, budget, and requirements for diverse clients, including referrals, online freelance platforms, startups, and small businesses
- Advise clients on optimal strategies for effective outreach to target audiences for their products or services
- Design websites, logos, marketing materials, and social media campaigns for impactful brand presence

### BRZ Insurance - Digital Marketing Coordinator

May 2018 - Apr. 2020 | Malden & Framingham, MA

- Coordinated with freelancers and managed various online channels to create engaging sales collateral for digital platforms
- Executed SEO strategy, leading to a 65% increase in search engine visibility and 75% growth in organic search traffic
- Implemented CRM software, collaborated with the sales team, boosting conversion rates from 25% to 43% for 4300 clients
- Generated \$4M in sales revenue through a 38% increase in contract renewals and a 62% increase in new business

## Certifications

### Web Design: Strategy and Information Architecture

California Institute of the Arts (Coursera, 2023)

- Key Skills: UX Strategy, Personas, Sitemaps, Wireframing, Prototyping

### UX Design Fundamentals

California Institute of the Arts (Coursera, 2023)

- Key Skills: App Design, Wireframing, Prototyping, Visual Design

**Introduction to User Experience Principles and Processes** University of Michigan (Coursera, 2023)

- Key Skills: UX Research, User Interviews, Usability Testing, Design Heuristics, System Design

### Visual Elements of User Interface Design

California Institute of the Arts (Coursera, 2022)

- Key Skills: UI Design, Visual Design, Interaction Design

UX/UI designer based in Boston, dedicated to crafting intuitive user experiences and interfaces through design thinking and data-driven insights

## Education

### Amherst College

Dec. 2016

*BA, Art & the History of Art and Political Science*

### Bunker Hill Community College

Dec. 2011

*AA, General Studies*

## Skills

### Design

User research & interview, UX ideation & workflow, UI design, Interaction design, Design system, Heuristic evaluation, Usability testing, Journey mapping, Information architecture, Wireframing, Prototyping, Illustration, Agile methodology

### Software

Figma, Figjam, Framer, Adobe CC (Ps, Il, Ae, Id), Davinci Resolve, Lottie Animation, Webflow, WordPress, Spline, Microsoft Office (Word, PowerPoint), GitHub, HTML, CSS

### Soft Skills

Communication, Organizational, Storytelling, Pro-active, Adaptability, Problem-solving, Continuous Learning

## Interests

Meditation, Traveling, Rock Climbing, Biking, Film Photography, Drawing, Violin, 3D Printing