

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

Interests

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

Skills

Design

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

Software

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

Soft Skills

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

Education

Amherst College

Dec. 2016

BA, Art & the History of Art and Political Science

Bunker Hill Community College

Dec. 2011

AA, General Studies