David *Le*

Boston based UX/UI designer focused on creating intuitive user experiences and interfaces through design thinking

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Education

Amherst College
Dec. 2016
BA, Art & the History of Art and Political Science

- First-generation Association and Transfer Students Association
- National acceptance rate of 6% for transfer students

Bunker Hill Community College
Dec. 2011
AA, General Studies

- Peer Mentor, Teaching Assistant, Phi Theta Kappa Honor Society

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
- Supplement earnings with part-time rideshare engagements

Custommade — Fulfillment Associate
Jun. 2020 - Aug. 2021 | Cambridge, MA

- Ensured timely and accurate shipping of unique jewelry pieces to customers and manufacturing facilities.
- Implemented a thorough quality review and packaging process, utilizing shipping software and established procedures.
- Contributed to the company's growth (>300% annually) by meeting shipping demands and maintaining operational efficiency.

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 and collaborated with the sales team to boost sales conversion rate from 25% to 43% for a total of 4300 clients
- Generated $4M in sales revenue through a 38% increase in contract renewals and a 62% increase in new business

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

Certifications

Web Design: UX Design Fundamentals (2023), Strategy and Information Architecture (2023), Introduction to User Experience Principles and Processes (2022), Visual Elements of User Interface Design (2022)

Interests

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