Erilyn Le

erilynmle@gmail.com | (669) 600-7716 | linkedin | Santa Clara, CA

EDUCATION

Bachelor of Graphic Design
San Jose State University, San Jose, CA

EXPERIENCE

Norcal Furniture, Santa Clara, CA — *Graphic Designer*

JAN 2017 - PRESENT

- Create visual communication and market design catered to 1000+ customers by email.

- Increase 1000+ customer engagement with connection and relations based on collaboration with technique of sales, advertisement and design.

- Calculate sales over 10+ books along with organizing receipts, books and emails.

SJSU Esports, San Jose, CA — *Graphic Design Lead Supervisor*

MAY 2024 - PRESENT

- Showcase graphic techniques implied on displayed advertisements by social media in collaboration with 4 graphic artists.

- Conceptualize Ideations for motion elements, imagery and digital marketing with 1000+ reference images.

- Designed and executed event branding and promoted 5 high-impact events, including social gatherings, competitions, participant engagement and satisfaction, driving a 50% increase of attendance through impactful campaigns.

Access Magazine, San Jose, CA — *Graphic Design Intern*

March 2024 - May 2024

- Worked closely with a team of 12 writers, 5-7 designers, and 5 photographers to produce visually compelling content for two issues of Access Magazine. Assigned with certain features that complemented and engaged for the written and photographic contributions.

- Developed innovative visuals that enhanced the overall aesthetic and readability of the magazine. Utilizing graphic design principles to create layouts, illustrations, and typographic elements that effectively communicated and brought engagement for over.

- Demonstrated strong organizational skills and attention to details with visual elements that aligned with the magazine's theme and editorial vision.

PROJECT EXPERIENCE

Adobe— *Adobe Ambassador*

June 2023 - Present

- Formulate a marketing plan, strategizing tactics on how to shape the program and initiatives capturing at least 250 student leads, 20 clubs, and 5 professors interested in learning more about Adobe.

- Plan and execute 4+ Adobe workshops teaching students how to best utilize Adobe applications.

- Promote Adobe through content creation and advertising through personal social media channels, driving over 300+ students' awareness

SKILLS

- Design Principles
- Typography
- Technology
- Motion Graphics
- Marketing

APPLICATIONS

- Illustrator
- Indesign
- Photoshop
- After Effects
- Figma

Certifications

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, Ideate
- Build Wireframes and Low–Fidelity Prototypes