

EMILY LÊ

www.emilyle.com
emily.bh.le@gmail.com
(720) 883 5599

is a visual storyteller. Her strengths lie within visual design, concept development, and interactive media. Throughout her endeavors, she has prioritized a keen eye for detail, commitment to clear communication and building strong, genuine connections.

EDUCATION

Master of Digital Media, Ryerson University, *Toronto, Ontario, Canada*

Bachelor of Fine Art (Electronic Art), Colorado State University, *Fort Collins, Colorado, USA*

WORK EXPERIENCE

Freelance Creative Design, @emilybhle.art

February 2019 - Present

- collaborates with clients on commissioned, custom pieces through creative partnership and direction
- manages shop inventory, domestic and international sales and customer service day-to-day

Marketing Lead, Summer Themed Entertainment Project

June 2020 - September 2020

- originated the brand guidelines of the conceptual theme park, *Stargrove*, supervising a team of four
- assisted attractions and area teams with various marketing material including posters and packaging
- produced an in-depth marketing campaign utilizing Instagram and Twitter for promotion and engagement

Communications Coordinator, Branch Out Theatre

February 2020 - August 2020

- supported communication through proactive community outreach and correspondence
- designed promotional material to be implemented through social media platforms
- maintained and updated theatre's website, schedule, photos and videos through Wordpress

Cast Member, Walt Disney World

June 2018 - August 2019

- performed high energy roles at *The Seas with Nemo and Friends*, *Kilimanjaro Safaris*, and *Saratoga Springs Resort and Spa*
- preserved guest satisfaction through conflict resolution, multitasking and a strong positive attitude

OTHER ACTIVITIES

Semi-Finalist, Hack The Curve (Digital Media Zone, Ryerson University)

April 2020

- optimized an innovative technology solution addressing Mental Health First Aid training during COVID-19
- developed the solution's branding and visual identity (logo, call to action, Keynote pitch deck)

Competitor, Ryerson Invitational Thrill Design Competition w/ Universal Creative

October 2019

- produced four solutions to various challenges within themed entertainment (accessibility, ride safety, show mechanics and guest restraints)
- contributed elements including concept design, layout diagrams and graphics for team presentations

SKILLS

Adobe CC	Keynote
Illustrator	HTML/CSS
Photoshop	UI/UX Design
InDesign	Wordpress
Premiere	Arduino
Lightroom	Project Management
After Effects	Social Media Management

MEMBERSHIP

Member, Harriet B's Daughters

Next Gen Member, Themed Entertainment Assoc.

Member (Alum), Ryerson Thrill Club