

# EMILY LÊ

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is a visual storyteller. Her strengths lie within graphic design, concept development, and digital 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 - August 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