MYLAN LE

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PRODUCT DESIGNER

Detail-oriented and user-focused designer passionate about learning and employing the latest design methodologies into products. Project leadership with strong collaboration skills to contribute to high-level strategic decisions with the product and team.

- User Research
- Journey Mapping
- Wireframing
- Prototyping
- User Testing
- Card Sorting
- User Flows
- Storyboarding
- Graphic Design
- Logo Design
- Digital Illustration
- Visual Marketing

TOOLS & SOFTWARE

Sketch, Figma, InVision, Adobe XD, Illustrator, Photoshop, InDesign, HTML, CSS, Bootstrap

EXPERIENCE

Graphic Designer, The Print Café Inc., Fremont, CA (9/2018 to 3/2020)

Partnered with nationwide clients (Chicago Title, Legacy, Intero, Alliance Bay, Timothy Crofton, etc.) to create design vision and ensure high-quality brand assets. Iterated on products through rapid design cycles based on client feedback and build client rapport and trust.

- Doubled productivity through the development of InDesign templates to automate the production process of print publication for digital output.
- Gained 35% new Facebook followers and increased client site visits and interactions through the creation and curation of social media content.

Visual Art Coordinator, L.O.F.L Art Studio & Gallery, San Jose, CA (8/2017 to 9/2018)

Nurtured creativity in 200+ art and college students. Helped develop curriculum and projects.
- Increased efficiency by 75% creating a student gallery database from written manual system.

Design Coordinator, The YMCA, Blacksburg, VA (9/2016 to 3/2017)

Concepted and designed marketing collateral, brochures, posters, training, and product guide booklets. Delegated workload to a team of five prioritizing tasks. Filmed and edited a commercial.
- Expanded the interaction in social media followers on Facebook, Instagram, and the company website through engaging new members and Virginia Tech students.

KEY PROJECTS

Oho! App Product, (07/2020 - Present)

Currently collaborating with a small team to develop a small startup called Oho! which is a modern dating app that connects two most popular concepts - Dating and Food. App plans to launch 2021.

Personal Website, (02/2020 to 6/2020)

Designed and coded a responsive personal website from scratch using an open-source CSS framework, Bootstrap.

Quick Park iOS App, (11/2019 - 1/2020)

Created an iOS mobile app for drivers that helps them find parking spots easily through design sprints, and usability tests with 50+ participants.Design process includes synthesized quantitative and qualitative research findings, created a style guide, design systems.

CERTIFICATIONS

UX/UI Design Certificate, October 2019 – April 2020

University of California, Berkeley Extension, Berkeley, CA

Acquired user-centered design skills, strategic product thinking, learning principles and techniques, including user research, wireframing, prototyping, persona building, affinity mapping.

EDUCATION

B.A. Art and Design / Minor in Industrial Design, May 2017

Virginia Polytechnic Institute and State University, Blacksburg, VA