

Katherine Le ❀

katherine-le.com

hello@katherine-le.com

EDUCATION

School of Art, University of Manitoba

September 2018–May 2022

BFA Studio Art (Concentration in Graphic Design)

SKILLS

Branding & Identity
Print & Publication Design
Typography
User Research
UI & UX Design
Web Design
Digital Marketing

TOOLS

Photoshop
Illustrator
InDesign
Figma
Canva
Procreate
HTML5
CSS3

CERTIFICATIONS

Google UX Design Specialization

Google

Issued August 2021

Google Digital Marketing & E-commerce Specialization

Google

Issued August 2021

WORK EXPERIENCE

Addyson Kids (Newmarket, ON)

Graphic Designer

November 2021–present

Worked alongside the founder to research and develop new branding identity and business collateral for the company that better represents their products, values, and customer base.

Streamlined digital marketing process and increased email campaign turnaround time by 70% in 3 months by planning and designing email components and social media templates databases.

Researched, illustrated and designed clothing patterns.

Freelance (based in Winnipeg, MB)

Brand & Visual Designer

2019–2021

Conducted in-depth research and conceptualized visual directions for small businesses globally, based on their visions, values, cultures and current design trends.

Developed concepts for logos, brand guidelines, marketing materials and other graphics as required using industry standard software.

Proofread and reviewed approved designs to ensure all projects are completed with high quality and on schedule.

VOLUNTEER EXPERIENCE

Vancouver Humane Society (Vancouver, BC)

Graphic Designer

July 2020–present

Designed publication layouts for 2 major reports on addressing animal neglect, veterinary outreach services and trauma-informed care that was well-received by internal stakeholders, funders, and the public.

Illustrated a series of artworks for a new line of fundraising apparel to provide education and support advocacy efforts on the inherent rights and needs of all animals.

Created diagrams, charts, worksheets and teaching materials for *Trauma-Informed & Culturally Safe Training* programs, taken by 9 organizations in the animal services sector across Canada with positive feedback.