

Katherine Le ✿

🖱 katherine-le.com
@ hello@katherine-le.com

🌐 /in/katherinele00
Bē katherine-le

ABOUT ME

Visual designer with 5 years of experience and a pragmatic approach to create clean, minimal, and aesthetic design.

EDUCATION

School of Art, University of Manitoba

September 2018–May 2022
BFA Studio Art (Concentration in Graphic Design)

CERTIFICATIONS

Google UX Design Specialization

Google
Issued August 2021

Google Digital Marketing & E-commerce Specialization

Google
Issued June 2022

SKILLS

Branding & Identity
Print & Publication Design
Typography
UI & UX Design
Web Design

TOOLS

Photoshop
Illustrator
InDesign
HTML / CSS
Figma
Canva
Procreate

EXPERIENCE

Addyson Kids (Newmarket, ON)

November 2021–August 2022

Graphic Designer

Responsibilities

- Conducted market research and competitive analysis; designed and implemented company's new visual identity, including a logo suite, brand styles, and marketing materials.
- Created printed and digital materials and updated existing visual database as requested by the company, using industry standard software (Adobe Photoshop, Illustrator, InDesign, etc.)
- Assisted with production of clothing by designing patterns and sketching flatpack drawings.

Key achievements

- Streamlined digital marketing process and increased e-mail campaign turnaround time by 70% in 3 months by planning and designing an extensive database of e-mail marketing components and social media templates.
- Designed booth layout, mural artwork, and signage for company's booth at One Of A Kind Show 2021, one of the largest and best-attended B2C shows in North America.

Vancouver Humane Society (Vancouver, BC)

July 2020–Present

Graphic Designer (pro-bono)

- Designed publication layouts for 2 major reports on addressing animal neglect, veterinary outreach services and trauma-informed care that was well-received by sponsors and the public.
- Created diagrams, charts, worksheets, and layouts for teaching materials of *Trauma-Informed & Culturally Safe Training* programs, taken by 400+ animal service workers across Canada with highly positive feedback.
- Illustrated artworks and created apparels for VHS's fundraising campaign.

Freelance (based in Winnipeg, MB)

2019–2022

Brand & Visual Designer

- Provided complete branding packages from concept to execution, including market research, brand identity development, typography system, color palette, and brand guidelines for small fashion and lifestyle businesses.
- Assisted clients with small-scale print and digital designs (publications, brochure, posters, banners, advertisements, etc.)