

Joseph Le

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Toronto, ON

Education

OCAD University

2010 – 2014

Bachelor's Degree,
Graphic Design

Award

Summer Company Youth Entrepreneurship Program

Summer 2013

Youth Entrepreneur /
Award Recipient

Professional Skills

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe After Effects
InVision
Pixate
Sketch
HTML & CSS
Keynote
PowerPoint

References

Available upon request

Experience

Navigator Ltd.

Digital Designer • Jan 2016 – Present

- Produced designs for various internal and client initiatives, including branding, logo design, social media graphics, posters, newsletters, digital invitations, and banners.
- Developed visuals and structure for a variety of client websites through production of sketches, site maps, user flow, wireframes, and high-fidelity mock-ups.
- Collaborated with developers and decision makers to perform extensive QA of internal and client web platforms.
- Ensured that artwork – both print and digital – for internal design projects were consistent with brand standards.
- Facilitated the design of presentation decks (RFPs, clients) and other project deliverables with quick turnaround times.

Pakathon Global

Freelance Graphic Designer • Aug 2014 – Jan 2016

- Collaborated with a multidisciplinary, global team to consolidate and build a more cohesive visual identity for the organization.
- Produced design solutions that generated further interest for the Toronto event: increased participant numbers from 50 to 100+.
- Designed web graphics, promotional prints, presentations for corporate fundraising, and a social media campaign.

Projects

ETF Insight Inc.

Freelance UX / UI Designer • Sept 2016 – Dec 2016

- Developed low-fidelity prototype for a cross-platform, browser-based application.

Boost: Equity Crowdfunding Portal

Visual + UX / UI Designer • July 2014 – Sept 2015

- Served as visual lead on design from conception, creating iterative wireframes, high-fidelity mockups, and an early prototype.
- Worked closely with developers to create a functional prototype of the web platform (shipped as minimum viable product).
- Conducted extensive user testing through 50+ user interviews and 250+ user surveys: increased conversion rate by 30% during alpha testing cycle.