

YVONNE



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## DESIGNER

512.689.3286 / yvonneple@gmail.com / yvonneqle.com / linkedin.com/in/yvonneqle

### EXPERIENCE

IBM

#### **Visual Designer**

March 2015 – present

Creative lead for the Digital Experience team in IBM Analytics

- Help with the creation of layouts, designs, style guides, mock-ups and web templates for the refresh of the IBM Analytics website.
- Continue to build new pages that are part of the web architecture and populate them with new visuals.

#### **Visual Designer**

June 2014 – March 2015

Creative lead for Always-On Social Strategy team in Information and Analytics Group

- Created infographics, social tiles, banner ads, icons, datagrams and surveys to be shared across social media outlets.
- Designed promotional assets such as social tiles, road maps for social VIPs attending the conference, flyers and icons for IBM events and conferences.
- Supported the design, content, development, and deployment of signature moments from a web perspective.

BHAVA  
COMMUNICATIONS

#### **Interactive Designer**

September 2012 – May 2014

- Managed all design projects from branding systems, UI interfaces, UX interactions, multimedia and social media for the internal company, clients and external agencies.

FEARNET.  
COMCAST  
ENTERTAINMENT  
GROUP

#### **Graphic Design Intern**

January 2012 – May 2012

- Responsible for concept and design of all web and print graphics. Projects included logo design, site layouts, banners, key art, posters and ad campaigns.

## EXPERIENCE

LOYOLA  
MARYMOUNT  
UNIVERSITY

### **Lab and Technology Assistant**

August 2010 – May 2012

- Assisted ITS Lab Technicians in diagnosing and repairing computer problems for lab computers around Loyola Marymount University campus.

### **Designer**

August 2011 – May 2012

- Sole designer for PASSION, a LMU student run social justice magazine sponsored by Campus Ministry's Human Rights Coalition.

TEXAS ADVANCED  
COMPUTING  
CENTER

### **Multimedia Intern**

June 2011 – September 2011

- Created a timeline for Texas Advanced Computing Center's major Anniversary, managed dashboards and spreadsheets, designed banners and splash pages for TACC's feature stories which were formatted into a magazine layout for an iPad app.

## EDUCATION

### **Loyola Marymount University**

BA, Studio Arts - Multimedia Arts, Emphasis: Image  
2008 – 2012

### **NCAA Division I Women's Swimming**

Team Captain  
Loyola Marymount University  
2008 – 2012

## SKILLS

Visual Design, Layout, Wireframing, Typography, Web Design & Basic HTML/CSS, Social Media, Photography, Multimedia, Digital Illustration, Digital Imaging/Retouching

## SOFTWARE

Photoshop, Illustrator, Dreamweaver, Wordpress, InDesign, After Effects, iMovie

## LANGUAGES

English, Vietnamese

## HOBBIES

Designing, Crafting, Traveling, Exploring, Reading, Running, Swimming