

YVONNE



LE

DESIGNER

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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