

Phi Le

Graphic Production Designer

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GRAPHIC PRODUCTION DESIGNER SUMMARY

- Designer with 9+ years of experience helping companies design for mobile, web, and print, driving growth and achieving company objectives.
- Successfully created a keyboard UI theme for Kika Tech that garnered over one million downloads.
- Created visually stunning Keynote templates for Apple, ensuring exceptional standards in color, type, and layout.
- Collaborated with a team of 12 to successfully complete UI production design for hundreds of screens, showcasing new Apple product features and contributing to the success of the Apple Spring and Fall launches.
- Streamlined design operations by migrating Polaris' design system from Sketch to Figma, improving production efficiency by 30% and enhancing cross-functional collaboration between design and engineering teams.
- Executed Print Production and Quality Assurance: Prepared and finalized all copy, images, and logos for Franchise Update Media's 100+ page magazine and guidebook, ensuring all content was print-ready and accurate.
- Designed presentation pitch decks for Kika sales team, resulting in multiple brand deals with Hollywood studios.
- **Technical Skills:** Production Design, Asset Managements, Typography, Visual Design, Design System

WORK EXPERIENCE

Levi Strauss & Co.

Post Production, Color Corrector

2/2024- Present

- Executed high-volume color correction for 100+ images daily, ensuring color fidelity and lighting accuracy in alignment with Levi's brand standards.
- Established efficient file management practices, maintaining organized naming conventions and uploading workflows to streamline asset sharing across teams.
- Collaborated closely with photographers and project managers to meet exacting quality standards, delivering visually consistent, color-accurate assets.

BaiAi (AI Startup)

Founding Product Designer

11/2023 – 2/2024

- Successfully led the end-to-end design of an innovative AI web application, steering it from initial conceptualization to the launch of a Minimum Viable Product (MVP) within an impressive timeframe of two months.
- Collaborated closely with the CEO, Founders, and development team to define and design pivotal features crucial to the success of the web application.
- Crafted wireframes, user journey maps, and prototypes for effective user testing, enhancing user experiences.
- Shaped feature design through comprehensive competitive analyses, aligning user needs with business goals and technological constraints.

Polaris Inc.

Product Designer

3/2022 – 3/2023

- Designed features for Polaris across app, website, and in-vehicle displays, boosting app users by 15%. Improved security and privacy, simplified ride planning, and added customization options for a better user experience.
- Led the end-to-end design process for a productivity app, from concept to, wireframing, prototyping, visual design, and production design, with the goal of enhancing sales potential for Polaris vehicles.
- Improved design efficiency by implementing Figma design system, reducing development time by 30% and enhancing collaboration, per team feedback.
- Collaborated with the design director and team to solve complex design challenges for Polaris App's 150,000 monthly active users. Provided creative solutions and user-centric feedback on design iterations, ensuring an intuitive and effective final design.
- Coordinated with engineers, documented designs, and delivered assets via Zeplin. Conducted usability testing and provided valuable feedback to optimize feature functionality and design layouts, including key features like proof of possession.

Phi Le Design

Freelance Web Designer

9/2021 – 3/2022

- Redesigned CrossFit Silicon Valley's website to be more user-focused, resulting in a 30% increase in web traffic. Utilized Google Analytics to optimize site content and improve search engine visibility, resulting in higher engagement and conversion rates.

- Revamped the website's visual design, leading to a 160% increase in the time users spent on our pages compared to the industry average.

Hogarth On-Site at Apple

Production Designer

3/2021 – 9/2021 and 4/2019 – 10/2019

- Designed engaging pixel-perfect user interfaces for various devices, including mobile, web, and tablets.
- Collaborated with a team of 12 to successfully complete UI production design for hundreds of screens, showcasing new Apple product features and contributing to the success of the Apple Spring and Fall launches.
- Maintained the highest standards of quality, resolution, color mode, copy accuracy, and file size for photographs/images, facilitating their seamless implementation.

Compositing Artist

1/2020 – 9/2020

- Created highly accurate and visually compelling photorealistic hardware composites, skillfully portraying products in diverse settings, lighting conditions, and use cases.
- Employed advanced technical and creative skills in Photoshop as a Compositing Artist at Hogarth to solve complex design problems, produce high-quality composites, and create a multitude of photo-realistic device mockups. Contributed to showcasing new devices for Apple's Spring and Fall launches.

Levels Studio On-Site at Apple

Senior Production Designer

10/2019 – 1/2020

- Created visually stunning Keynote templates for Apple, ensuring exceptional standards in color, type, and layout.
- Actively participated in making hundreds of meticulous edits to Keynote templates, following a comprehensive checklist, resulting in the successful launch of over 10 distinct and visually captivating templates within a tight deadline.
- Worked closely with the Project Manager to ensure Keynote templates met the highest quality standards, promoting brand consistency and delivering an intuitive and visually engaging presentation experience.

Kika Tech

Visual Designer

11/2016 – 9/2018

- Designed presentation pitch decks for the sales team resulting in multiple brand deals with Hollywood studios.
- Designed and launched a highly successful keyboard UI, resulting in 1 million downloads and increased app downloads through branded keyboard UI and themes.
- Collaborated with a cross-functional team to successfully launch a diverse range of branded keyboards for blockbuster movies, effectively promoting the films to Kika's 60 million monthly active users.
- Created animated stickers for the application, resulting in approximately 1,300 daily stickers sent and enhancing user engagement.

Franchise Update Media

Production Designer

11/2014 – 11/2016

- Designed comprehensive branding strategies for the company's franchising conferences, engaging over 650 multi-unit franchisee attendees. Crafted impactful banners, signage, and informative booklets.
- Executed Print Production and Quality Assurance: Prepared and finalized all copy, images, and logos for the company's magazine and guidebook, each exceeding 100 pages, including third-party advertisements. Ensured all content was print-ready and accurate through meticulous review and collaboration with the manager.

EDUCATION

Academy of Art University, San Francisco

Bachelor of Fine Art in Illustration

Springboard UX Design BootCamp

UX Design Certificate

TOOLS AND TECHNOLOGY

Figma

Sketch

Zeplin

Adobe InDesign

Photoshop

Adobe Illustrator

WordPress