




LINDA LE

DIGITAL DESIGNER & ILLUSTRATOR

CONTACT

-  (289)-887-8744
-  linda.phan_le@hotmail.com
-  www.lindamaile.com

SKILLS

Software

- Illustrator
- InDesign
- Photoshop
- Premier Pro
- After Effects
- Dimension
- Fantastic Fold
- Wix
- Figma
- Procreate
- Mailchimp
- Generative AI (Photoshop)

Transferrable

- Communication
- Teamwork
- Leadership
- Time management
- Adaptable
- Critical observation
- Public speaking
- Delegation
- Decision-making

LANGUAGES

Native

- English

Secondary

- Vietnamese

REFERENCES

Available upon request.

EDUCATION

Mohawk College (OCAD)

Ontario College Advanced Diploma
Graphic Design | September 2021 - April 2024

Sheridan College (OCC)

Ontario College Certificate
Art Fundamentals | September 2020 - April 2021

EXPERIENCE

Freelance (Self-Employed)

Digital Designer | March 2024 - Present

- Created responsive, accessible, and immersive website prototypes using Figma.
- Refreshed outdated existing branding elements to match modern design standards.
- Edited photos by implementing Generative AI tools on programs such as Photoshop and Illustrator to improve streamline of the creative process timeline.
- Managed and organized client projects providing creative direction, design rationale, and research.

White Cactus Branding & Design (Internship)

Design Intern | January 2024 - April 2024

- Designed projects that focused on branding and packaging for local and corporate businesses.
- Produced visually captivating product catalogs tailored for local retailers which resulted in generating cohesive and diverse creative deliverables for clients such as packaging, mockups, pitch decks, and brand marketing.
- Improved existing designs based off research and rationale.
- Collaborated with colleagues on the development and design of branding elements.
- Conducted field research for design application in store by scouting retail locations to ensure effective product placements.

Starbucks (Permanent Part-time)

Barista | May 2021 - Present

- Develop excellent multitasking capabilities in a fast-paced environment that requires accuracy, precision, while serving up to 40 customers every half hour including mobile and delivery orders.
- Contribute to increasing customer connection scores after reopening café in Summer 2021, resulting in long-lasting customer relationship.
- Took charge of creative endeavours such as designing the seasonal chalkboards, maintaining product display, and running the store's social media accounts (TikTok and Instagram).

Mary Brown's (Part-time)

Cashier & Kitchen Cook | Sept 2017 - March 2020

- Dedicated to ensuring customer satisfaction by remaining accessible and friendly.
- Accurately recorded orders and worked with kitchen staff to serve drinks and food that exceeded expectations.
- Exceptional interpersonal and team building skills with an aptitude for building rapport with a diverse range of customers, managers, and colleagues; talent for tactile responses to customer concerns and inquiries to provide complete resolution.