

ANDY LE

GRAPHIC DESIGNER

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- 720-379-8487
- Denver, Colorado

PROFILE

Highly accomplished, driven, and self-motivated, creative professional with proven experience in developing original and innovative designs and marketing ideas. Multi-talented individual, utilizing expertise in various technological design applications in multiple marketing channels and platforms. Goal-oriented designer with a passion in creating brand identity and visual communication.

SKILLS

- Adobe Photoshop • Illustrator • InDesign • Premiere Pro • After Effects • InDesign • Lightroom • HTML/CSS
- Blender 3D • Figma • Shopify • WordPress • Basecamp • Slack • Graphic Design • Web Design • UI Design
- Content Development • Brand Development • Ideation • Business Acumen • Time Management
- Leadership • Teamwork • Communication

EXPERIENCE

GRAPHIC DESIGNER

CLMBR | Denver, CO | 2021 – 2023

- Created effective visual brand messaging for consumer and business facing marketing and social materials while collaborating closely with multiple teams.
- Maintained brand guidelines when creating sponsored materials such as static graphics and paid media ads using Adobe Illustrator and Photoshop for other companies.
- Designed the fitness machine's app content such as achievement badges and visual rollouts for fitness challenges and email and social media to keep users engaged with the app.
- Edited videos for sizzle cuts, commercials, and Instagram social media reels using Premiere Pro and After Effects.
- Collaborated with engineering team to create an assembly guide for engineers to successfully build CLMBR fitness machines for In-Home and Commercial settings.

SENIOR GRAPHIC DESIGNER

Kroenke Sports & Entertainment | Denver, CO | 2016 – 2021

- Designed digital content and produced marketing materials for Colorado Avalanche, Denver Nuggets, and Colorado Mammoth.
- Developed and Designed web interfaces for KSE entities and Denver Nuggets' jersey promotion.
- Collaborated with creative teams and writers in ideating new concepts and strategies to integrate proper branding.
- Managed various projects and contributed remarkable ideas and creative input in collaboration with the design team.

PHOTOGRAPHER

Auraria Higher Education Center | Denver, CO | 2014 – 2015

- Captured photos of the college campus, renovations of buildings, and portraits of campus officers and refined raw shots by enhancing imagery to show campus life downtown and other promotional purposes for the campus.
- Contributed to the improvement of the institution's marketing initiatives by producing and editing high-quality photographs using Adobe Photoshop and Adobe Lightroom.

GRAPHIC DESIGNER & WEBMASTER

University of Colorado Denver - Career Center | Denver, CO | 2013 – 2015

- Maintained the university's branding by creating top-tier marketing designs such as posters, brochures, and other marketing materials.
- Updated the university's website with current events and other info using Microsoft SharePoint and HTML/CSS.

EDUCATION

BACHELOR'S DEGREE – Psychology (B.A.) | University of Colorado Denver | 2015