

# LINDA LE

## DIGITAL DESIGNER & ILLUSTRATOR

### CONTACT

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### 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

#### Kyoto Claw (Part-time)

Digital Media Designer | March 2025 - Present

- Proficient in using Adobe Creative Suite and mobile applications like CapCut and TikTok to produce content for social media, digital marketing, and visual design.
- Conducted research on pop culture and merchandise trends to support content development and inform inventory sourcing strategies.
- Analyzed SEO keywords to optimize social media content, enhancing audience engagement and expanding content reach.
- Researched and leveraged new platform features to enhance audience engagement and stay current.

#### 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- Refreshed outdated existing branding elements to match modern design standards.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.
- 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 (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).