



Trieu Le

Brand Designer specializing in strategic visual storytelling and design systems that translate complex technical concepts into impactful brand and product experiences.

● EDUCATION

BFA School of Graphic Design + Digital Media
Academy of Art University
San Francisco, CA

● SKILLS

Branding + Identity
Website Design
Motion Graphics
Typography
Motion Graphics
Presentation Design
Campaign Strategy
Social Media Content
Video Editing
Figma
Adobe Suite
Powerpoint

● LANGUAGES

English
Vietnamese

● EXPERIENCE

Rightline Software, Inc.

CREATIVE MARKETING MANAGER
AUGUST 2022 - MARCH 2026

- * Led a comprehensive company-wide rebrand, scaling a cohesive visual identity across digital and physical touchpoints, including the corporate website, high-stakes presentations, and multi-channel social content.
- * Architected end-to-end marketing campaigns and brand strategies that drove measurable increases in brand equity and product marketability.
- * Directed creative strategy for large-scale events, overseeing the design of environmental assets and managing external vendors to ensure seamless brand execution on-site.
- * Spearheaded cross-functional collaboration with Product and Sales teams to launch GTM materials (feature-specific assets and sales one-sheets, new product releases).
- * Managed agency partnerships to align creative production with inbound lead generation goals, optimizing high-performing assets to improve conversion rates and marketing ROI.

Samsung Semiconductor, Inc.

SR. GRAPHIC DESIGNER
OCTOBER 2019 - AUGUST 2022

- * Collaborate with team members to develop branding system for internal and external events to effectively capture target audiences.
- * Initiate campaign strategy and development to promote company's product and enhance customer collaboration.
- * Assist in amplifying company's online presence through social media creatives and website/landing pages enhancement.
- * Execute high-level Powerpoint presentations that represent company's professionalism, increase engagement and enhance audience experience.

Citizen Best

FREELANCE DESIGNER
JULY 2019 - OCTOBER 2019

- * Collaborate in various identity and branding process for different clients based on their profiles and target audiences
- * Work with UI/UX designers to produce product mockups