



Trieu Le

Creative Lead specializing in creating strategic and impactful visual designs that communicate every brand and product's value.

EDUCATION

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

SKILLS

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

SKILLS

English
Vietnamese

EXPERIENCE

Rightsline Software, Inc.

CREATIVE MARKETING MANAGER
AUGUST 2022 - CURRENT

- * Launch a company-wide rebrand and expand visual system to various assets, ranging from website to presentations and social media content.
- * Develop marketing strategies and campaigns to increase brand awareness and boost product's marketability
- * Created event branding systems that aligned with the company's identity, ensuring consistency across in-person and virtual experiences.
- * Partner with product teams to translate upcoming features into visually engaging marketing assets, enhancing product visibility and user adoption.
- * Develop high-quality GTM materials (presentations, onesheets) that enable the Sales team to communicate product value effectively.

Samsung Semiconductor, Inc.

SR. GRAPHIC DESIGNER
OCTOBER 2019 - MARCH 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