



Trieu Le

Brand & visual designer specializing in strategic visual storytelling and design systems, translating business and product concepts into impactful brand experiences.

EDUCATION

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

DESIGN & STRATEGY

Brand Systems
Identity
Typography
Layout & Illustration
Motion Graphics
Presentation Design
Environmental Design
Experiential Design
Web Design
Infographics
Packaging Design
Art Direction
Campaign Strategy
Cross-Functional Collab

TOOLS & SOFTWARE

Adobe Suite
(Illustrator, Photoshop, InDesign, Lightroom, After Effects, Dimension)
Microsoft Suite
(Powerpoint, Word, Excel)
Figma
AI-Assisted Workflow
(ChatGPT, Gemini, Claude)

LANGUAGES

English
Vietnamese

EXPERIENCE

Rightsline Software, Inc.

CREATIVE MARKETING MANAGER
(BRAND & CREATIVE)
AUGUST 2022 - MARCH 2026

- * Led and executed a company-wide rebrand, developing a scalable visual system implemented across web, social, presentations, sales enablement, and experiential touchpoints.
- * Developed and executed launch campaigns for product releases, creating integrated assets and motion graphics across multiple channels.
- * Conceptualized and produced branded experiences for large-scale events, designing environmental graphics, event collateral, and supporting digital assets that reinforced brand consistency.
- * Collaborated with Product, Sales, Marketing, and Executive leadership to shape messaging, develop visual narratives, and create GTM materials that supported every stage of the customer journey.
- * Designed executive-level presentations, sales enablement assets, and strategic communications that supported business goals and strengthened audience engagement.

Samsung Semiconductor, Inc.

SR. GRAPHIC DESIGNER
OCTOBER 2019 - AUGUST 2022

- * Developed and implemented comprehensive brand systems for internal and external corporate events, ensuring consistency across presentations, environmental graphics, print, and digital assets.
- * Conceptualized and executed co-marketing campaigns, creating integrated visual assets that strengthened strategic partnerships and elevated product visibility.
- * Designed and produced digital marketing assets across social media, web, and landing pages, enhancing brand presence and engagement.
- * Designed executive presentations and communications for senior leadership, translating technical information into effective, brand-aligned narratives.

Citizen Best

FREELANCE DESIGNER
JULY 2019 - OCTOBER 2019

- * Developed brand identities and visual systems for clients across diverse industries.
- * Partnered closely with UI/UX designers to translate wireframes into interactive, visually engaging product mockups and web assets.