Kayleen Le

Graphic Designer | https://kayleenle.myportfolio.com/ | (682) 230-6245 | Dallas, TX

WORK EXPERIENCE

Freelance Graphic Designer **May 2022 – Present**
Self-Employed *Dallas, TX*
- Designing e-commerce/tour apparel, posters, and social media graphics for music artists
    - Clients: *Bravado Entertainment (Universal Music Group), Conan Gray, Ruby Ibarra, Bolo Music Group*
- Working and delivering high-quality graphics under fast deadlines
- Creating mock-ups for presentation pitches
- Communicating with other creative directors, photographers, management teams, publicists, and artists

Graphic Design Intern **August 2024 - Present**
Dave Campbell's Texas Football *Hybrid/Lewisville, TX*
- Constructing and delivering graphics for social media or DCTV website use and TexasFootball and TexanLive
- Assisting in ad and sponsorship campaigns

Graphic Designer **May 2024 – Present**
Pleaser Magazine *Remote*
- Designing merchandise such as t-shirts, stickers, and mugs for e-commerce
- Designing spreads for print/digital music magazines
    - Coordinating with other photographers, writers, designers, and music artists

Social Chair + Media Team **May 2024 – Present**
University of North Texas Vietnamese Student Association (UNT VSA) *Denton, TX*
- Designing UNT VSA merchandise such as crewnecks, t-shirts, stickers, and tote bags
- Designed social media graphics for Instagram to promote general meetings, internal, and external events
- Photographing and editing photos of external and internal events

Creative Director **August 2021 – May 2022**
Plano East Senior High Yearbook *Plano, TX*
- Collaborating with Editor-in-Chief on art direction and concept of the yearbook, designing spreads, leading and conducting photoshoots
- Taught photography and graphic design/Adobe software workshops to other staff members
- Photographing and editing images of student life, sports, and student concerts
- Final checks on spreads before submission

EDUCATION

University of North Texas **August 2023 - Present**
Bachelor of Arts, Interdisciplinary Art and Design Studies Major, Marketing Minor *Denton, TX*
- **Affiliation:** Vietnamese Student Association
- **Relevant courses:** ADES 1500 (Intro to Comm. Graphic Design), ADES 1540 (Foundations of Graphic Design)
- **GPA:** 3.7

CERTIFICATIONS, SKILLS, & INTERESTS

- **Certifications:** Adobe Premiere Pro Certified (2022)
- **Skills:** Adobe Photoshop, Adobe InDesign, Adobe Lightroom, Adobe Illustrator, photo editing, graphic design, merchandise design, layout design, digital photography, social media graphics, creative direction, leadership, problem-solving, adaptable, time management, communication, attention to detail
- **Interests:** Concerts, traveling, reading, photography, pop-culture, music industry