



Creative Linguist

Fluent in the multiple languages of design

✉ andre@andrele.com 🌐 www.andrele.com
📞 619.512.2610 🏠 4444 Greene St, #226
San Diego, CA 92107

Hello! I am Andre Le, a friendly, adaptable and driven graphic designer and creative director with 4 years of graphic design experience in the educational non-profit industry and 2 years of creative direction experience in the web and magazine industries. Capable of working on short notices and tight deadlines while maintaining a high level of work quality both independently and collaboratively. Innovative, detail oriented, and resourceful in order to work around stretched budgets. Solid communication, teamwork, and leadership skills. Able to handle print bidding, variable data pre-press for offset and signage, re-branding, proofing, and web design (CSS, XHTML Javascript, PHP). Culturally conscious with a strong grasp of linguistics and able to design bilingually in English and Spanish.

Work Experience

Provided print/web/video solutions as Andre Le - Freelance Designer

February 2007 – Present

- Agencies: E-factor Media, Cook + Schmid, Runningfish, MJD Interactive
- San Diego Film Festival 2009 - Bus ads, Branding, Collateral
- Other Clients: Cultureshock Dance Studio, Aluminum Precision Products, TopDogGamer.com, ZNG Law, CircaNow, Jon Block, afterschoolspecial, The Art Institute of California - San Diego, Old Town San Diego State Historic Park, Terrorspell, Lisa Kai, more available upon request.

Creative director at San Diego Social Magazine

June 2009 - March 2010

- Art directed and managed design team.
- Developed workflow and IT solutions to meet time-sensitive deadlines.
- Designed spreads and advertisements.
- Photographed subjects and locations for advertisements and layouts.
- Collaborated with marketing and editorial teams to produce rich content.

Helped raise over \$3 million at Educational Enrichment Systems, Inc.

August 2003 - September 2009

- Produced photography, bilingual flyers, collateral, proposals, posters and other materials for fund development department.
- Designed campaign which aided a campaign which earned over \$3 million.
- Initiated and art directed company re-brand.
- Design artwork for building signage, plaques, promotional products and gifts.
- Updated website with new information, graphic elements and pages using XHTML and CSS.
- Communicate with multiple vendors on pre-press and print bidding.

Related Experience

Garnered over \$150,000 in publicity value for 'The Spirit' film

- Designed and produced signs and promotional cups to market the Lionsgate film 'The Spirit' at the 2008 San Diego Comic Con International.

Designed for teen anti-drug campaign 'Natural High'

- Developed collateral for non-profit teen anti-drug campaign 'Natural High' headed by the Sundt Foundation.

Increased dance class awareness and attendance at Culture Shock

- Design monthly flyers for various dance classes and events.

Education

- **Bachelor of Science in Graphic Design** **4.0 GPA**
The Art Institute of California - San Diego June 2009

Honors and Awards

- Graduated with Highest Honors in the Graphic Design Class of 2009
- President's List – The Art Institute of California - San Diego (2006-2009)
- Won the Interactive Media category at the 2009 AIGA Portfolio Exhibition
- Published in Graphis New Talent Annual 2009
- San Diego 2008 Addy's – Bronze Award