

# DON LE

## CONTACT INFORMATION

PHONE: 714.797.1352

EMAIL: donle21@yahoo.com

URL: creativeReform.com

LINKEDIN: /in/don-le-0114634/

## OBJECTIVE

**Art Director / Creative Services Manager** with 5+ years of experience in leading creative production and staff management. I successfully led over 6 mass production launches of Televisions and Audio products, a total of 60+ products per year. I am a strong team leader, with proven organization and communication skills. I am interested in leveraging my skills for the open position.

## KEY SKILLS

- Photoshop
- Illustrator
- Dreamweaver
- InDesign
- HTML & CSS
- Keyshot
- Sketchup

## SOFT SKILLS

- Strong written and verbal communication skills
- Great presentation skills
- Strong decision-making skills
- Possess a sharp eye and pay close attention to detail
- Able to multi-task, delegate and prioritize work in a fast-paced, high volume work environment.
- Graceful under pressure
- Positive, collaborative, can-do attitude and approach to working with others

# WORK EXPERIENCE

**VIZIO / IRVINE, CA**

**2015 – PRESENT**

## **CREATIVE SERVICES MANAGER**

Oversee production calendars for all creative projects, flagging potential issues and ensuring team is able to meet various mass production schedule. Direct the operations of an in-house creative services team that is responsible for building various creative assets including cartons, documentation, cloud documentation, retailer assets, digital assets, and merchandising POPs for all TV and Sound Bar products. Collaborating with Product Marketing, Digital Team, Sales, Merchandising, Outside Agencies/Studios to deliver all creatives and assets. Working with 11 ODMs (Original Design Manufacturers including Amtran, BOE, Borqs, Foxconn, Innolux, SureFire, TONLY, Tymphony, TPV, Wistron, and Zylux) to deliver, review, and proof all production artwork. Monitor creative budgets and sign off all on vendor invoices. Creates, communicates, implements and documents processes/standard operating procedures within Creative Services. Evaluates cross-functional team for workflow improvement and efficiency. Work closely with all levels, including senior and executive management, managers and staff.

**VIZIO / IRVINE, CA**

**2012 – 2015**

## **ART DIRECTOR**

Leverage strategic vision and artistic talent to deliver high-impact marketing, print-design, 3D renderings, and web projects. Solid success directing and implementing broad range of print design projects, from conception to launch. Partner cross-functionally to build consensus and ensure projects meet all milestones, deadlines, and budget requirements. Worked with agencies, vendors and stakeholders to ensure marketing initiatives and performance exceeded expectations. Intuitively adapt to new technology and innovative processes while ensuring compliance with corporate standards. Directs the activities of the creative team, including graphic designers and contractors.

**VIZIO / IRVINE, CA**

**2009 – 2012**

## **SENIOR GRAPHIC DESIGNER**

Developed, rendered, expanded art concepts and collaborated with creative team to develop artwork product launches. Conceived original designs and 3D renderings for marketing concepts used in packaging, brochures, product sheets, fliers, web advertising campaign. Manage asset library and maintain visual identity across product lines.

**TK CARSITES / ORANGE, CA**

**2008 – 2009**

## **LEAD WEB & INTERACTIVE DEVELOPER**

Developing concepts and constructing highly appealing web pages within SEO standards while meeting multiple deadlines in a fast-paced environment. Creating and maintaining Power Products and website standardization. Interfacing with internal project team, customer services and program analysts. Responsible for all site launches and manage post-live issues. Mentoring other designers/developers on technical development process.

# EDUCATION

**Art Institute of LA - Orange County**

**2002 – 2004**

**BACHELOR, GRAPHIC DESIGN**