

# NICK LE

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Creative and detail-oriented Graphic Designer with 6+ years of experience in branding, print, and digital design, plus 2–4 years of UI/UX support. Skilled in creating visually impactful work across web, mobile, and print platforms. Strong track record of delivering high-quality designs that align with business goals, enhance user experience, and drive engagement.

## PROFESSIONAL EXPERIENCE

### MAGNOLIA GRAPHIC DESIGNER / UIUX DESIGNER ROSWELL, GA | FEB 2021 – PRESENT

- Led the design of branding, marketing, and merchandise materials across print and digital platforms.
- Designed brochures, posters, signage, and digital ads that exceeded client marketing goals.
- Collaborated with developers and production teams to ensure high-quality, production-ready deliverables.
- Experienced in DTF (Direct-to-Film) and heat transfer print processes for apparel and merchandise.
- Designed responsive layouts and UI assets using Figma and Adobe XD.
- Contributed to a 25% increase in client retention through improved design execution and visual storytelling.

### SYNK INC. GRAPHIC DESIGNER / UI DESIGNER ATLANTA, GA | JAN 2019 – FEB 2021

- Designed sales decks, presentations, and marketing visuals used to close new clients and investors.
- Built complete brand systems including logos, identity guidelines, and packaging.
- Developed e-commerce websites and responsive layouts for B2B and DTC brands.
- Created digital marketing assets: banners, email campaigns, and social media graphics.
- Supported UX/UI improvements using wireframes, layout testing, and accessibility best practices.

### INKGILITY ART DIRECTOR / GRAPHIC DESIGNER ATLANTA, GA | JUN 2015 – OCT 2019

- Oversaw all design projects, managing a team of designers and ensuring on-time delivery of brand assets.
- Maintained design standards and quality across web, print, and packaging projects.
- Designed logos, brand kits, packaging, signage, and print collateral for startups and small businesses.
- Helped establish effective web design flows to improve user experience and increase conversions.
- Led creative direction for client projects, balancing fast turnarounds with visual consistency.

## CORE SKILLS

Graphic Design & Visual Identity  
Branding & Logo Design  
UI/UX Design (Web & Mobile)  
Typography & Color Theory  
Print Design (Brochures, Signage, Packaging)  
Responsive Web Design  
A/B Testing & User Research  
Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects)

Figma & Prototyping Tools  
Wireframing & Design Systems  
Marketing Collateral  
(Sales Decks, Email, Social Media Graphics)  
Accessibility & Usability Principles

## EDUCATION

Art Institute of Atlanta  
Bachelor of Fine Arts  
2011 – 2014  
COURSERA CERTIFICATE UX