

ANH KIM LE

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SENIOR PRODUCT DESIGN / UX DESIGNER

INNOVATIVE STRATEGIST | MULTIDISCIPLINARY DESIGN | FRONT-END DEVELOPMENT | USER EXPERIENCE SPECIALIZATION | INTERACTIVE MOBILE PRODUCTS | CREATIVE STORYTELLING | FULL-PHASE DESIGN PROCESS | PROJECT MANAGEMENT

DESIGN PORTFOLIO: www.ankimle.com

Pioneering UX and product designer well-versed in leading-edge design as well as in end-user research, rapid prototyping, and testing throughout full-phase product design and development process. Architect tools through an end-to-end design process. Offer unique fusion of UX design, IDEO design thinking expertise with front-end development acumen. Experienced in diversified industries including e-commerce, non-profits, education and the federal government.

Highlighted Skills and Contributions:

- **Demonstrate cross-functional teamwork** with web developers, designers, and analysts to generate profitable and industry-leading products such as web apps, interactive stories, and data visualization with skilled use of design principles, wireframes, and prototypes.
- **Influence product strategy** while also increasing development efficiencies and maintaining a superior bar for quality.
- **Assess platform and identify opportunities** for upgrades, modernization, quality improvements, and transformation.

AREAS OF EMPHASIS

Collaborative Team Leadership | UX & UI Design | Design Thinking Methodology | Interaction Design | Data Visualizations | Digital Marketing | Mobile App Development | Motion Graphic Design |

PROFESSIONAL EXPERIENCE

CUSTOM INK, FAIRFAX VA

2018 – PRESENT

Senior Product Designer

Exercised efficient project management methodologies in the planning and execution of diversified initiatives including the development of an online store platform, design lab tools, and a smart design assistant engine. Proved vital to year-over-year revenue growth due to successful product creation and implementation.

- **Architected product vision and blueprint** for a leading-edge, automatic design generation tool. Produced scalable strategy and iterated prototype for successful and seamless product development.
- **Enabled revenue growth through B2B e-commerce** by researching and designing an online store platform. Facilitated design brainstorming session, end-user interviews and assessments, along with UI testing.
- **Boosted brand awareness, elevated online reputation**, and generated leads through the creation of compelling landing pages with an elegant and creative design approach.

FIFTH TRIBE, ARLINGTON VA

2013 – 2018

Creative Director (2017 – 2018)

Achieved a series of promotions of increased leadership responsibility due to value-added contributions, innovative vision, and strong initiative. Acted as an innovative change agent serving a high-end client list of multimillion-dollar brands with direct oversight of creativity process for each project. Contributed to multi-platform marketing campaigns, e-commerce sites, online gaming, and web application development.

- **Contributed to top-tier quality** by facilitating on-site design thinking training with internal team members as well as with the clients. Identified opportunities for corrective actions and improvements to ensure impeccable performance, brand continuity, and intuitive design.
- **Exercised world-class customer service** and superior communication while acquiring specifications, vision, and requirements from clients to determine product and campaign strategy.

Lead Designer (2014 – 2017)

Spearheaded the company's protocol for product design sprints. Reduced risks and ensured success in bringing next-generation products to market. Conducted full-phase design processes, including preliminary research, ideation, design execution, and development with interdisciplinary leadership.

- **Contributed to entrepreneurial start-up success** by cultivating compelling digital branding packages, while also elevating brand awareness and market competitiveness for larger client accounts.

Designer (2013 – 2014)

Garnered hands-on experience in the development of wireframes and prototypes for mobile applications for both government and commercial clientele.

- **Produced data visualization** for a large-scale and intricate government office acquisition dashboard.
- **Employed graphic design and creative content development** for marketing collateral in support of nonprofit fundraising agendas. Captured the attention of philanthropists with proactive brand representation.

US GENERAL SERVICES ADMINISTRATION, WASHINGTON DC

2012

Design Intern, Office of Citizen Services and Innovative Technologies

Exercised collaborative teamwork and acquired strategic creative direction as well as mentorship from senior designs. Made valuable contributions to the overhaul and optimization of the USA.gov and GobiernoUSA.gov interfaces while also renovating the design of Kids.gov.

EDUCATION

CORCORAN COLLEGE OF ART + DESIGN / GEORGE WASHINGTON UNIVERSITY, CORCORAN SCHOOL OF THE ARTS + DESIGN

BFA, Graphic Design, 2014

TECHNICAL SKILLS

DESIGN

Product Design Sprint (Google and IDEO Methodologies) | Prototyping | UI/UX | Branding | Motion Graphic | Game Design

FRONT-END

HOTML | CSS (Sass) | Javascript | Angular JS