

# Vy Le

831.466.6864 | [designbyvyle@gmail.com](mailto:designbyvyle@gmail.com) | [in/vyle90](https://www.linkedin.com/in/vyle90)

## EXECUTIVE SUMMARY

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A Front End UX/UI Designer with 4+ years of experience, possessing a proven track record of delivering innovative design solutions that meet business goals and user needs. Has strong knowledge of user interface design processes and methodology with an advanced skill set in the most popular UX/UI design tools such as Figma, Sketch and InVision. Known for being able to work closely with cross-functional teams to translate complex requirements into compelling and user-friendly designs.

## PROFESSIONAL WORK EXPERIENCE

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### T-Mobile

2021 - 2023

#### UX / Web Designer

- Increased sales by collaborating with the Lead UX Designer on the design of the user flow and information architecture for T-Mobile N-Plans project to improve the user experience when it comes to researching and evaluating phone plans
- Executed a seamless migration experience from a competitive carrier to T-Mobile by evaluating and assessing current user experience and make recommendations to simplify and shorten the research phase in switching and addressing key switching concerns throughout critical points of the customer journey
- Created a redesign of the search results page on the T-Mobile website to increase traffic to the device and add-on pages to enhance the awareness of these products and services to increase new sales and cross sell opportunities
- Supported brand messaging by designing easy-to-use and modern user web experience to promote the Smaller Market and Rural Area (SMRA) initiative where customers living in certain SMRA areas can get 20% off their service
- Evaluated and assessed the current web app for the Beyond The Smartphone initiative and presented findings to key stakeholders to identify areas of improvement to elevate performance on the upsell of customers on accessories and associated plans, increasing monthly recurring revenue across the customer base
- Ensured wireframes, prototypes and interactive mockups adhered to standard UX design principles and brand guidelines by conducting usability testing and gathering feedback to iterate and continually improve UX solutions

### Freelance

2018 - 2021

#### Web / Product (UX/UI) Designer

- Designed a dating app (iOS/Android) for a client utilizing UX/UI best practices such as creating user flows, wireframes and prototyping that helps its users take online connections offline in a meaningful and interactive way
- Oversaw the creative direction of a solar power client's branding initiatives including logo creation for one of the client's in-house brands and developing the new look and feel for specific sections of the website
- Led the online branding initiative for a hair salon client including logo creation and website development employing Wordpress CMS, utilizing web design best practices, responsive design and search engine optimization
- Steered the website design and development project for a B2B janitorial company including research and discovery, information architecture, sitemap, wireframes and search engine optimization to generate more leads online

### Globus New Media LLC

2018 - 2020

#### Website Designer

- Redesigned company pages, built an upgraded user interface and updated code in order to modernize the website, improve functionality, make it mobile friendly and increase page load speed to better the customer web experience
- Worked cross functionally with IT, design and development teams to ensure new branding was consistent across all properties and website was updated properly throughout various stages of the web development roadmap
- Drove the revamp of the Ecommerce section of the website by designing new creative, editing and updating product pictures and optimizing product descriptions for easier searchability to increase sales

## EDUCATION & CERTIFICATIONS

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UX/UI Design Certificate | Flatiron School

2020

Bachelor of Science and Communication Design (Web Design) | California State University

2019

## CORE COMPETENCIES

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**Areas of Expertise:** UX/UI Design, Responsive Web Design, Product Design, iOS/Android Mobile Design, Prototyping

**Skills:** Cloud9, HTML5, CSS3, SEO, jQuery, PHP, Javascript, SQL, UI/UX Design, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, XD), Sketch, Axure, Figma, InVision, Wordpress, JIRA, Slack, Notion, Microsoft Office, Google Suite