



CATHY LE

Graphic Designer

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WORK EXPERIENCE

Graphic Designer | 2025 - Present

Sip Saunas

- Produced short-form videos and branded graphics that increased Instagram reach by 40%+ during seasonal campaigns.
- Designed a full print-ready and digital product catalogue, streamlining product communication and visual brand consistency.
- Produced print-ready product tags for all retail inventory, managing the full process from digital design to print specifications.

Social Media Lead & Graphic Designer | 2026

Jadu Beauty

- Designed print-ready product labels from concept to final files, building assets in CMYK with bleed, trim, and safe zone specifications, coordinating with an overseas manufacturing team and adhering to legal labelling requirements
- Designed a large-format digital billboard displayed in Times Square, optimized for LED display specifications, as part of a product launch campaign

Digital Content Producer | 2023 - 2025

Crosby Volkswagen

- Shot, edited, and produced professional-grade video and digital ads using Adobe Creative Suite, contributing to measurable increases in views, engagement, and brand visibility
- Developed audience-targeted marketing content across digital touchpoints to support lead generation and customer retention
- Captured detailed vehicle photography and designed supporting graphics to maintain a cohesive brand presence across platforms

Social Media Manager | 2022 - 2025

MixBloom

- Designed static and video content for 30+ brands, improving average client engagement rates by 25–50%
- Produced SEO-optimized copy and content calendars, contributing to consistent monthly growth across social platforms
- Analyzed performance data across accounts to refine creative strategy, increasing content efficiency and reducing revision cycles by ~20%

EDUCATION

2024 - Present

YORK UNIVERSITY

- Bachelors of Education in Technology

2018 - 2022

UNIVERSITY OF WATERLOO

- Bachelor of Global Business and Digital Arts
- GPA: 4.0

SKILLS

- Graphic Design (Digital + Print)
- Brand Design & Visual Identity
- Social Media Strategy & Management
- Videography & Video Editing
- SEO, Keyword Research & Copywriting

AWARDS

Stratford School of Interaction Design and Business Project Showcase

City of Kitchener Event Poster Design

LANGUAGES

English

Vietnamese