**Tim Le**

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**Portfolio**: [https://www.timledesigns.com](https://www.timledesigns.com/) | **Mobile**: 510-610-5151 | **Email**: truele007@gmail.com

Lead UI/UX Designer

Creative lead/UI-UX, Researcher, Architect/Graphic Designer with more than 20 years of progressive consultant experience in designing and implementing web/mobile/interactive solutions.

**Education**

Bachelor’s in Computer Science Florida State University 1996 – 2000 Bachelors in BFA Graphic Design Wichita State University 2000 – 2003 Cumulative GPA: 3.50 | SAFe Scaled Agile Framework Certified

**Skills**

## Research Design Software

* User Personas
* User Flows
* Competitive Analysis
* Discovery Workshops
* Storyboarding
* Usability Testing
* User Interviews
* B2B Marketing
* Responsive Web Design
* Native Mobile App Design
* Wireframing
* Rapid Prototyping
* Product Design
* Visual Design
* Design Systems
* UI/UX Mentorship
* Digital Marketing
* AEM
* Figma, Figjam
* Sketch
* Invision
* Adobe Creative Suite - Photoshop, Illustrator
* Rally, JIRA, Sharepoint
* Miro Board
* HTML/CSS
* Angular
* Pega /CMS
* Office 365
* Sales Force

**Experience**

# Lead UI/UX Designer at Wipro

## April 2021 - January 2024

Wipro is a multinational corporation that provides information technology, consultant and business process services. The companies that I was involved with are: **Citi Bank, Edward Jones, United Health Care**, **US Foods, Ford Motors, Live Whole Health**

## Key Achievements:

* **Citi Bank** : Provided Figma support for creating and prepping retail service modules for review and annotations. Work collaboratively with product design teams to produce desktop and mobile screen modules within Figma.
* **Edward Jones:** Provide financial design solutions for desktop legacy applications utilizing UX research that included gap analysis, hero flows and clickable prototype. Designed a stand-alone application that provides a high level of automation with chat bot integration.
* **UHC**: Provided user research by leveraging user flows and detailing user current state and mapped out desired future state. Improved the process for capturing, organizing, and distributing data to support campaign content.
* **AAMC** (Association of American Medical Colleges): Modernize outdated legacy applications to improve application review process for students looking to place residency.
* **Ford Motors:** Designed dashboard to work with PEGA systems for Ford Motors.
* **Live Whole Health:** Provided end-to-end user experience design for Whole Health application for Veterans that supports their health and well-being by providing personal health inventory (PHI), set goals and learning more about Whole Health. Directed efforts to ensure the successful delivery of end-user needs by overseeing the entire design process including taking part in a dual role as a Scrum master facilitating agile team of iOS/android developers, business analysts and testers.

# Lead UI/UX Designer at Mindtree

## July 2014 - April 2021

Mindtree delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. The companies that I was involved with are: **Marriott Vacation Club, Hilton Hotel, AAMC, Zones, TDW.**

## Key Achievements:

* **Coca-Cola Hellenic:** Lead creative discovery to determine key features and solve for complex promotional offers in getting users to purchase high quantities and try different products that they own. Established and maintained design systems and pattern libraries to promote consistency, scalability, and efficiency across multiple products and platforms, leveraging Figma to create reusable components and design assets.
* **Marriot Vacation Club**: Practiced Lean UX to produce a rapid interactive prototypes/wire-frames for user testing, business validation, and developer buy-in. Lead content agile development through UX research and responsive web/mobile design. Integrate Lean UX on current major hospitality company utilizing AEM design.
* **Hilton Hotel**: Practiced Lean UX to produce rapid prototype/ wire-frames for user testing, business validation, and developer buy-in.
* **AAMC** (Association of American Medical Colleges): Modernize outdated legacy applications to improve application review process for students looking to place residency.
* **TDW:** Redesign corporate website to have industry best CMS with e-commerce capabilities and customer portal integration. Designed wireframes and worked collaboratively with other designers with Figma and received validations from business teams utilizing Figma annotations. Worked on Atomic designs for various web components and following ADA/ WCAG accessibility guidelines.
* **Zones:** Analyzed key user feedback to provide user dashboard designs and clickable prototype while working closely with development team leveraging Salesforce.

# Web/Visual Designer at Yahoo

## June 2013 - July 2014

Yahoo! Inc. is one of the world's leading Internet media companies that utilizes its extensive searchable database, the company helps Internet users navigate the World Wide Web.

## Key Achievements:

* Interviewed various yahoo product owners to collect relevant and up-to date content for migration
* Investigated, researched, and deployed Role/user-based content/pages
* Enforced innovative business culture across technical and design with 3rd-party design agency
* Migrated the Advertising and Data Portal to new CMS/JIVE portal

# Web Designer at Jessica Simpson

## Feburary 2012 - June 2013

Jessica Simpson is an American singer and actress who has built a fashion global empire that has reached a total sales of$1 billion.

## Key Achievements:

* Built this newly established company from ground up, doing all front-end development work
* Created email templates for promotional ads within digital marketing campaigns
* Created landing pages with CSS/JQuery/HTML to sell online goods via MarketLive platform
* Provided art direction and creative comps for promotional banners, email kickers.