



DAVID LE
Web & UI Designer

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BIOGRAPHY

I've always been fascinated by design, colors, and interaction. Visual design is what I like to focus on, but because of my UX background, I understand that it takes more than pretty graphics to make a great user experience. It can be a complex process, but I enjoy taking on these challenges and finding possible solutions through simple and elegant interface designs.

WORK EXPERIENCE

Best Buy Canada
June 2016 - Present

Digital Experience Designer

Best Buy is one of Canada's largest retailers, operating the Best Buy, Best Buy Mobile, and Geek Squad brands. As a Digital Experience Designer, I'm responsible for crafting the customer-facing experience on BestBuy.ca across all of their digital platforms.

Working in an agile work environment with UX Architects, Product Owners, Business Specialists, and Developers, I have the opportunity to deliver high-quality design solutions that also meet Ecommerce business objectives.

Responsibilities:

- Strategize and create high-quality designs
- Solve problems from a merchandising perspective with the customer in mind
- Communicate ideas, concepts, and design work to other teams & stakeholders
- Set design standards and constantly make visual improvements
- Ensure that all teams are aligned on global objectives

Database of Religious History (UBC)
May 2014 - December 2015

User Interface Designer

The Database of Religious History (DRH) is one of the flagship initiatives at the University of British Columbia. It is funded by a 6-year, \$3 million Partnership Grant from the Social Sciences & Humanities Research Council of Canada. The DRH aims to bring together data on cultural systems throughout history that will allow statistical analysis, the discovery of new patterns in world history, and the testing of hypotheses about the evolution of human behaviour.

I was asked to join the team as the User Interface Designer, alongside Billy So, who took on the role of User Experience Designer. Our job was to take this enormous, powerful tool and make it usable for everyone by providing all of the functionality through a simple and easy-to-use interface. Some of my responsibilities were:

- Workflow sketches
- Wireframing
- Visual mock-ups & animations
- Front-end development (HTML, CSS, & jQuery)

Alcatel-Lucent

January 2012 - April 2012

User Experience Designer

During my co-op term, I worked with the UX Team in developing and improving existing Alcatel-Lucent software products. Our goal was to make the software the most usable by helping the users achieve their goals and perform their specified tasks effectively, efficiently, and accurately.

I was fortunate enough to work here when they were starting to move some of their Java applications to HTML5 for web and mobile applications. As a result, I was able to work on:

- Conceptual work on new GUI's
- Web GUI skinning (HTML, CSS, & Javascript)
- Created GUI Workflows, GUI Mockups, & Form Layouts
- Icons & Product Graphics for other teams

FREELANCE EXPERIENCE

Abdur Abdulaal

February 2016 - March 2016

Web & Visual Designer

Abdur Abdulaal is a local real estate agent who works out of Delta, British Columbia. Licensed by Kore Realty, Abdur believes that the root of real estate is good old-fashioned customer service and commitment to clients. He strives to make sure that everything goes smoothly and that his clients are comfortable every step of the way, and he wanted his brand identity to reflect the same values as well.

- Branding & Logo Design
- Print Design (business cards & stationery)
- Graphic Design (online marketing materials)
- Web Design

SKILLS

Areas of Design

- User Interface Design
- User Experience Design
- Front-End Development
- Graphic & Print Design
- 3D Rendering & CGI

Tools of the Trade

- Adobe Creative Suite
- Sketch & inVision
- HTML, CSS & jQuery
- Wordpress
- Autodesk Maya

EDUCATION

Simon Fraser University

September 2009 - April 2014

Bachelor of Arts in Design - School of Interactive Arts & Technology

The School of Interactive Arts and Technology at SFU is an interdisciplinary research focused school where technologists, artists, designers and theorists collaborate in innovative research and study. Graduated with a Design concentration, which focuses on the design and use of interactive products and systems, and understanding all aspects of successful designs.