

# PETER LE

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## SUMMARY

I'm a Visual Designer with a background in Marketing, Web Design, and Animation/Illustration. I love helping brands by elevating their visual language and evaluating/identifying the intersection of their business needs, customer needs, and storytelling opportunities. Highly adaptable to fast-paced and changing start-up environments. Eager to grow and learn within a team to solve complex user problems with data, storytelling, and creativity.

## SPECIALTIES

UI/Visual Design  
User Experience  
Graphic Design

Branding  
Art Direction  
Video & Photography

Animation  
Illustration  
Concept Art

Adobe CC  
Sketch  
Invision

## EXPERIENCE

### Piper, Inc.

**Senior Visual Designer**, San Francisco, CA

July 2017 - Present

- Lead art direction and visual asset needs across marketing, sales, product, and software departments
- Collaborate with the CEO, Head of Education, Director of Marketing, Director of Product Design, and devs
- Manage relationships with consultants, contractors and local printshops

### Sazze

**Visual & UI/UX Designer**, Campbell, CA

August 2015 - July 2017

- Redesigned DealsPlus web/mobile & DealsPlus Admin
- Support design work & feedback on secondary IPs (Whym, Blackfriday.FM, Fashion Stash)
- Created promotional, and content material

### KiwiCo, Inc.

**Freelance Graphic Designer & Illustrator**, Mountain View, CA

April 2015 - August 2016

- Layout, Illustrations, & product design deliverables for Koala, Kiwi, Tinker, and Doodle Crate

### Tanjarine

**Creative Services Intern**, Mountain View, CA

April 2014 - September 2014

- Designed marketing, promotional material, and UI specification documents
- Collaborated with Senior Designers on wireframes, prototyping, and user-testing

### Recurious

**Visual & Motion Designer**, Sunnyvale, CA

October 2013 - March 2014

- Prototype design work for two un-released iOS mobile games

## CHARITY

### Rare Candy: A Pokemon Gallery & Auction for Charity

**Co-Coordinator & Curator**, San Jose, CA

January 2013 - May 2013

- Raised over \$10,000 in bids and yielded over \$9,000 in return for Canines for Disabled Kids

## EDUCATION

### UCSC Extension

Summer 2016 - Fall 2016

Mobile Interface Design

User Experience Design  
for Smart Things, Virtual  
Reality, and Wearable  
Technology

### Animation Collaborative

January 2014 - April 2014

Pixar - Bill Cone's Light  
& Color in Film

### San Jose State University

Fall 2008 - Spring 2013

Bachelor of Fine Arts  
Animation/Illustration