

phillip le

creative director
+ product designer

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EDUCATION

Philadelphia University
Master of Science
User Experience + Interactive Design
Jan 2007 — May 2009

Arcadia University
Bachelor of Arts
Visual Communication
Sep 2001 — May 2005

Auckland University
Film Studies and Sociology
Jul 2003 — Nov 2003

SKILLS

UX / UI / Creative Direction
Leadership / Design Thinking
Graphic Design / User Centric Design
Information Architecture

ORGANIZATIONS

- 2015 AIGA Mentor
- 2014 Chair, PhillyCHI
- 2015 Board, SBYF Project
- Alzheimer's Association
- Philadelphia Jook Lum

EXPERIENCE

Xfinity Mobile, Comcast | Associate Creative Director

Philadelphia, PA | Nov 2017 — Present

Creative Director overseeing product and service design associated with a new Xfinity Mobile strategic initiative. Partner alongside our internal lines of business as well as our external partners to provide creative guidance on the end-to-end cross-channel experience. I work to optimize forward progress while identifying unique, uncontested white-spaces by reconstructing existing market boundaries. I am always seeking to innovate designs alongside the teams I lead, raise, uphold, and serve.

Xfinity Mobile, Comcast | Senior UX Lead

Philadelphia, PA | Sep 2016 — Nov 2017

Senior UX Lead for Xfinity Mobile Experience Design team. Launched a new mobile service, along with a suite of accompanying products, strategies, and experiences. Led a multi-disciplinary design team towards delivering feature enhancements for the core end-to-end digital experience and post-launch strategic initiatives.

Think Company | Senior Experience Designer

Philadelphia, PA | Apr 2015 — Sep 2016

Senior Designer part of client's on-site design team working to launch a new mobile service. Led work to establish 12-24 month strategic plan towards defining and designing new features and capabilities. Assisted clients through R&D utilizing research, prototyping, and narrative-building methods to explore new opportunities towards breaking industry conventions.

RJMetrics | Product Designer

Philadelphia, PA | Feb 2015 — Apr 2015

Lead Product Designer worked with our product, engineering, and design teams, providing expertise in UI/UX design and information architecture to create useable, intuitive, delightful products for our data-driven customers.

Leadnomics | Digital Strategist

Philadelphia, PA | May 2014 — Feb 2015

Digital Strategist and Product Design Lead established design experience for products from ideation to high fidelity artifacts across a range of verticals.

Alzheimer's Association | Education & Experience Coordinator

Philadelphia, PA | Sep 2012 — Jun 2014

Designed and implemented IRL and digital experiences specifically to meet the social and engagement needs of our constituents with early-stage persons with dementia (PWD) and related caregivers.

Alteva | Designer

Philadelphia, PA | Oct 2010 — Jun 2012

Lead Designer worked directly with Alteva founders and Marketing Director to implement marketing strategies and define the company's visual style. Partnered with engineering to aid in research-and-develop concepts and system flows for Alteva's unified communications platform.