



**Phillip Le**  
storyteller  
& designer

## QUALIFICATIONS:

A communicator versed in sharing ideas, messages and information through the arts of writing and design. Narrative, story, communication and relations siphoned with text and image; with layout and composition; unified through the theory of print, social media, and multimedia disciplines. An advocate of creative solutions and artistic problem-solving. A collaborator, an initiator, an organizer, a motivator, a people-person and a name-taker with the backing of solid education honed through the trials of real-world experience.

## RELEVANT WORK HISTORY:

### **Graphic Design & Marketing** October 2010 – Present

WWT Communications Group: Philadelphia, PA

- Marketing department creative. Designs marketing collateral: manuals, booklets, sell sheets, tradeshow banners etc.
- Maintain/curate company blog materials and content

### **Creative Strategy and Freelance** January 2006 – Present

Creative Strategist: Philadelphia, PA

- Branding and creative strategy for The Spaces Between Your Fingers Project (SBYF Project)
- Marketing and web rebuild for the Great Himalayan Trail World Record holder Sean Burch
- Web and media presence for cultural art of Kwong Sai Jook Lum

### **Instructor, Design Studio** August 2010 – Present

Moore College of Art and Design: Philadelphia, PA

- Introduction to Graphic Design
- Design Studio

### **Adjunct Instructor, Communications** September 2009 –

December 2010

Arcadia University: Glenside, PA

- Introduction to Mass Media Studies

### **Multimedia Manager** December 2008 – November 2010

Springfield School District: Springfield, PA

- Production and re-brand of educational programming
- Manage production assistants and school a/v aides
- Work with administration for promotional and production needs
- Concept, create, execute district media coverage for web and broadcast
- Design digital titles and graphics

## EDUCATION:

### **Master of Science**

Digital Design/Communications  
Philadelphia University  
Philadelphia, Pennsylvania  
January 2007 – May 2009

### **Bachelor of Arts**

Communications/Graphic Design  
Arcadia University  
Glenside, Pennsylvania  
September 2001 – May 2005

### **Film and General Studies**

Auckland University  
Auckland, New Zealand  
July 2003 – November 2003

## ABILITIES:

- Critical creative thinking
- Adobe Creative Suite
- Video Editing
- Writing & Composition
- Social Media Marketing
- Traditional mediums:
  - charcoal
  - pen
  - ink
  - digital/analog photography

## ORGANIZATIONS

- SBYF Project
- Alzheimer's Association Junior Committee
- SCTNow
- Philadelphia Jook Lum Praying Mantis



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