



Vy Phuong Le

San Diego, CA
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vyledesigns.com

Education

Temple University
Bachelor of Fine Arts,
Graphic & Interactive Design

UC San Diego
Extended Studies
User Experience (UX) Design
July 2025 – Current

Skills

Software & Tools
Figma, Adobe Creative Suite
(Photoshop, Illustrator, After
Effects, etc.), HTML/CSS,
LottieFiles, Blender

Technical Skills
Information Architecture,
Wireframing, Prototyping,
Visual & Motion Design, Design
Systems, Cross-functional
Collaboration

Productivity & Platforms
Microsoft Office Suite, MacOS,
Windows, Smartsheet, Monday,
Adobe Workfront

Experience

Alaska Airlines (via Fuel Talent), Senior Visual Designer

Remote | April 2025 – October 2025

- Designed visually engaging web and mobile experiences for Alaska Airlines and the Atmos Rewards.
- Developed and iterated on UI designs, collaborating with cross-functional designers and partners across multiple product areas.
- Directed the creation of pictographs and established a reusable library for Atmos loyalty program.
- Redefined the illustration and animation style for the airport kiosk flow, enhancing consistency and elevating the brand's premium image across key touchpoints.

Meta (via TEKsystems), Visual Designer III

Remote | November 2024 – April 2025

- Developed compelling storytelling experiences that engaged with B2B audience across web platforms for Meta's Small Business Group.
- Organized web components and performed housekeeping to maintain a clean and efficient design system.
- Collaborated with the Art Director and Lead Designer to ideate and develop new web components.

Axos Bank, Visual Designer

San Diego, CA | March 2023 – November 2024

- Designed integrated digital campaigns assets including emails, landing pages, website graphics, display, and social media deliverables for business segments across B2B, B2C, and mobile app engagements in partnership with the Content, Strategy, and Development team.
- Animated videos, social media, paid and organic assets, micro animations, GIF, and splash screen.
- Governed and established branding design systems and libraries to ensure consistency and optimization across visual components.

Self-employed, Freelance Designer

Remote | August 2022 – Current

- Produced animations across digital platforms, ensuring alignment with client brand standards and campaign goals.
- Designed marketing advertisements and landing pages that supported product launches and promotional campaigns.

Amtrak, Graphic Design Intern

Philadelphia, PA | January 2021 – May 2021

- Created digital training guides, infographics, posters, motion designs, and assets that support Amtrak's HR Organizational Effectiveness and Learning department.