

# TRUONG LE

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## PROFESSIONAL EXPERIENCE

### Marketing Graphic Designer Intern ♦ NRG Energy Sep 2023 - Nov 2024

Greater Philadelphia Area, Remote

- ♦ Created 17 graphics, videos, and animations and revised files for vendor production, serving clients such as SEPTA, the Philadelphia Eagles, and American Airlines by leveraging photo manipulation and motion graphics to deliver visually compelling, strategic content
- ♦ Coordinated weekly kickoff meetings with a 12+ member marketing team, managed projects in Workfront, and prepared digital and print assets for publication that boosted brand visibility to 500,000+ customers
- ♦ Initiated and conceived animated social media posts for NRG and Direct Energy, strengthening brand consistency, and spotlighting the Direct Energy rebrand

### Shift Manager ♦ Teapioca Nov 2021 - Present

North Wales, PA, Part-time

- ♦ Brewed, blended, and handcrafted 150+ drinks per shift, from smoothies to milk teas, ensuring speed, quality, and consistency
- ♦ Trained 10+ new hires in tea brewing, drink customization, coffee prep, smoothie blending, operating the POS register, delivering excellent customer service, and performing accurate daily cash audits

### Graphic Designer Intern ♦ Montco Aug 2021 - May 2022

Blue Bell, PA, Remote

- ♦ Selected from 300+ Montco Fine Art students to design posters for theater productions Orlando and Constellation, increasing engagement across an 8,500-student population
- ♦ Collaborated closely with creative, art, and play directors for theatrical productions, translating core themes of identity, transformation, love, and human connection into impactful poster designs that inspired set design colors and patterns

## ACTIVITIES

### Director of Design,

### CS Design Lead ♦ Vietnamese Student Association Apr 2024 - Present

Philadelphia, PA, Full-time

- ♦ Created 20+ visual themes blending traditional Vietnamese motifs with modern design for the 2025 Annual Culture Show and 5+ external partners, and incorporating them into 15+ data-driven social campaigns via Meta Business Suite, increasing audience reach by 242% (356,400 views)

### Live Stream Volunteer ♦ ST Maria Goretti Parish Aug 2020 - Present

Hatfield, PA, Part-time

- ♦ Led a three-person camera crew to livestream weekly Mass services with a three-camera OBS setup, engaging 300+ viewers by capturing sacred moments from multiple angles

## EDUCATION

### Drexel University 2025

B.S. in Graphic Design

Minor: UX/UI Design

Magna Cum Laude, GPA: 3.78

### Montgomery County Community College

(Montco) 2022

Coursework in Graphic Design

GPA: 3.97

## SKILLS

### Technical

Adobe CC

Figma

Canva

Webflow

Open Broadcaster Software

HTML/ CSS

### Design

User research

Wireframing

Rapid prototyping

Design thinking

Animating

Storyboarding

### Languages

Proficient in Vietnamese

Beginner in Korean

## HONORS

### A. J. Scholarship,

Drexel University

Aug 2022 - Jun 2025

### Phi Theta Kappa Scholarship,

Drexel University

Aug 2022 - June 2025

### Westphal Portfolio Scholarship,

Drexel University

Aug 2022 - June 2025

### Art & Literature

Magazine Publication,

Montco Art & Literature Club

May 2022

### Graphic Design Award,

Montco Student Exhibition

April 2022