

Howard Le

hello@howardle.com | howardle.com | 727-612-7248 | linkedin.com/in/howardle

Summary

Product and UX professional combining user research, interface design, and creative operations.

Translates user needs into priorities and prototypes, with experience improving production workflows and building reusable design systems.

Experience & Selected Projects

Graphic Designer & Creative Operations | Verified Investing Aug 2025 – Aug 2026

- Designed course assets and introduced clearer briefs and production handoffs, helping cut course turnaround from 6–9 months to 1–3 months.
- Built reusable brand packages, templates, and workflows for 15+ shows, reducing thumbnail revisions from six rounds to two and enabling host self-service.
- Used audience data and iterative thumbnail testing to support a 9% CTR across 50M+ impressions and channel growth to 100,000+ subscribers.

UX Designer | Ultimate Statsheet Jan 2025 – Apr 2025

- Researched stat-tracking needs through 24 survey responses and 9+ secondary sources; prioritized quick entry so scorekeepers could focus on the game.
- Translated research into requirements, user flows, wireframes, and a high-fidelity mobile prototype with player actions, history, and undo on one screen.
- Refined prototype navigation, feature hierarchy, and stat-entry interactions based on feedback to make key actions easier to find.

Website Designer | UF Gator User Design (GUD) Sep 2023 – May 2024

- Collaborated with a five-person team on the club's first website, translating 50+ survey responses into site structure and priorities for events and resources.
- Delivered responsive desktop and mobile prototypes and reusable components, completing the website design for launch approval.

Multimedia Director | UF Vietnamese Student Organization (VSO) Jul 2022 – Apr 2023

- Grew and led a 12+ member creative team, clarifying responsibilities and production workflows to coordinate campaigns and event deliverables.
- Directed 200+ digital assets and promotional campaigns, contributing to 30% audience growth and record anniversary-show attendance of 700+.

Skills & Certifications

Product & Delivery: Feature Prioritization, Requirements Gathering, Stakeholder Alignment, Production Workflows, Agile Scrum

Research & Analysis: User Research, Surveys, Competitive Analysis, Journey Mapping, Feedback Synthesis, Metrics Analysis

Design & Prototyping: User Flows, Wireframing, Responsive UI, Interactive Prototypes, Reusable Components, Figma

Professional Scrum Master I (PSM I) — Scrum.org (2026)

Education

University of Florida (UF) — B.A. Digital Arts & Sciences, Experience Design & Production