Howard Le

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

Summary

Designer who builds systems other people use. As Verified Investing's sole brand designer, I supported 15+ shows and helped cut course production from 6–9 months to 1–3 by fixing how work was briefed.

Experience

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

- Cut course production from 6–9 months to 1–3 months by introducing structured briefs, content sign-off before filming, and clear handoffs that gave production a usable starting point.
- Reduced thumbnail revisions from six rounds to two across 15+ shows as the sole brand designer by building brand packages, templates, and instructions hosts could use on their own.
- Cut slide rework from 50+ to under 20 per course by aligning content and branding before filming.
- Hit a 9% CTR across 50M+ impressions by testing thumbnail variations against audience data.

Projects

Ultimate Statsheet | UX & Interface Design · App concept *Jan 2025 – Apr 2025*

- Set a one-to-two-tap entry target by surveying 24 players and coaches, then designed a one-screen prototype with player actions, history, and undo so scorekeepers can fix entries mid-game.
- Scoped v1 to live recording by synthesizing 24 surveys and 9+ sources, deferring analytics.

Gator User Design | Web Design · Team of 5 *Sep 2023 – May 2024*

- Built the site's information architecture from 50+ surveys, 3 personas, and a 3-site review.
- Co-built a design system and 8+ responsive layouts shared across a five-designer team.

Tranquil Travels | Product Requirements · App concept *Jan 2024 – Apr 2024*

- Prioritized requirements from 2 expert interviews, 100+ posts, and a 5-person autistic focus group.
- Hit 92.5% task success and an 87 usability score testing flows with 11 autistic users in Maze.

VR Data Visualization | Interaction Design · VR prototype *Oct 2024 – Dec 2024*

- Owned the spatial interface for a 3-person Meta Quest 2 data prototype, designing hand-anchored panels and point tooltips that drew positive feedback from Excel and Tableau users.

Game Design | Unity · Solo and team projects *Sep 2023 – Dec 2024*

- Shipped Sweet Sorcery, a solo 2D Unity platformer, designing its HUD and dialogue UI, and led interface and UI art for Random Realms (team of 3) and Next Top Gator (team of 10).

Leadership

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

- Drew record 700+ attendance and grew the audience 30% by directing 200+ campaign assets.
- Grew and led a 12+ member team through 2 cultural shows by defining roles and production workflows.

Skills & Certifications

Tools: Figma, Unity, Adobe Photoshop, Premiere Pro, After Effects, Maze
Design: User Flows, Wireframing, Responsive UI, Prototyping, Design Systems, Game UI
Product & Research: Prioritization, Requirements, User Research, Surveys, Competitive Analysis
Professional Scrum Master I (PSM I) — Scrum.org (2026)

Education

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