
Don Le

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Creative Director | Brand · Print & Production · Web · UI/UX · AI-Driven Production

Creative director and multidisciplinary lead with 20+ years across brand identity, print and production, web, UI/UX, video, and 3D. At Deako, built an AI photography pipeline that replaced traditional product shoots and sharply increased output at the same headcount. Owns creative from brand systems and print production through front-end build to final delivery.

WORK EXPERIENCE

Deako • Seattle, WA (Remote)

Oct 2023 – Present

Senior Creative (Jan 2025 – Present) • **Creative Contractor** (Oct 2023 – Jan 2025)

- Led the company-wide brand refresh and the full redesign of deako.com, the company's primary customer channel across desktop and mobile, now the visual foundation every team builds from.
- Produced the brand system behind the refresh: media kit, logo usage guidelines, **25+** product cut sheets covering every SKU, and social banners across all platforms.
- Built Deako's entire AI lifestyle image library (Midjourney with Photoshop compositing), replacing traditional product photography and now powering the website, press kit, cut sheets, email, social, and Amazon A+ content.
- Created reusable AI master templates for rapid variant generation, cutting new builder and campaign creative turnaround from days to hours (~80% faster).
- Designed the core experience of the Deako smart-home app across 7 feature areas: authentication, dark-mode theming, notifications with SMS opt-in, automation and routines, favorites, and home navigation, plus a UX audit of the routines flow.
- Designed a multi-step B2C product configurator (financing and DIY/DIFM paths) and a B2B partner portal for builders, electricians, and integrators.
- Led creative for **Deako Intelligence** (deako.ai), the company's next-gen AI product line: designed and shipped the site end to end, from Figma to production front-end code, plus the design system, product renderings, and AI-generated videos for social, UGC, and the product page.
- Built and ran a **30+ project** video pipeline from script to final export, introducing AI video generation (Nim Video, Google Veo, ElevenLabs); delivered IBS sizzle reels, partner testimonials, and instructional app videos.
- Delivered high volume across disciplines: **50+** print collateral projects for 10+ builders, **210** Amazon A+ files, **150+** packaging files across 6 launches, **80+** KeyShot 3D renders, and **25+** executive and partner decks for national homebuilders and retailers.
- Owned full multi-channel campaigns for IBS 2025 and 2026 (booth, video, print, social, email) and 7 BFCM sub-campaigns totaling **50+** assets.

Don Le Creative • Anaheim, CA

2022 – Present

Freelance Creative Director

- Provide brand identity, campaign, and web design for small-business and product clients, taking each engagement from strategy through final delivery.
- Produce AI-assisted photography, video, and content that lets solo and small-team clients ship agency-quality creative on lean budgets.

VIZIO Inc. • Irvine, CA

2009 – 2022

Senior Manager, Creative Services → Art Director → Senior Graphic Designer

- Built and led a creative team of graphic designers, web designers, technical writers, and contractors, owning print, documentation, and web output end to end.
- Launched creative for **60+ TV and sound bar products annually**, coordinating cross-functional teams to hit brand, timeline, and revenue targets.
- Established and documented Standard Operating Procedures across Creative Services, standardizing workflow and quality; ran team delivery in Jira, Adobe Workfront, and Wrike.
- Produced marketing campaigns, packaging, and point-of-purchase displays alongside 3D renderings and web initiatives grounded in market and competitor research; managed the master asset library and directed photographers and freelance talent.

EDUCATION

Bachelor of Arts, Graphic Design

Art Institute of LA – OC • Los Angeles, CA

Associate of Arts

Orange Coast College • Costa Mesa, CA

CERTIFICATIONS

Adobe Certified Expert — Web Specialist (ACE)

New Horizons Career Development Solutions • 2023

Lean Six Sigma Green Belt

New Horizons Career Development Solutions • 2023

SKILLS & TOOLS

Creative: Art Direction, Brand Development & Design Systems, Print & Production (prepress, large-format, mass production), Packaging, UI/UX & Product Design, Front-End / Design-to-Code, Video Production, 3D Rendering, Creative Strategy, Digital Marketing.

AI & Production: Midjourney, Google Flow, Adobe Firefly, Google Veo, Nim Video, Higgsfield, ElevenLabs, Gemini, Claude, ChatGPT, Figma, Google Stitch, Claude Design, Claude Code.

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Affinity Suite, Figma, KeyShot, SketchUp, Dreamweaver, Cloudflare, Git/GitHub, Google Workspace, Jira, Workfront, Wrike.