

Don Le

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

Creative director and multidisciplinary lead with 20+ years across brand identity, print and production, web, UI/UX, video, and 3D. At Deako, built the AI photography pipeline in-house instead of standing up product photography, sharply increasing 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)

- Sole creative for the company, owning every channel: brand, web, print, trade shows, video, product UI, packaging, social, and executive presentations — and setting the standards other teams work inside, from the brand system to the templates sales and partner teams build their own decks from.
- Led the company-wide brand refresh and the full redesign of deako.com, the company's primary customer channel — **5 navigation sections, 40+ sub-pages, 165K+ sessions in seven months** — now the visual foundation ~30 people across sales, product, and support build 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 — **700+ images in 2025 alone**, and well past a thousand since — built in-house instead of standing up product photography — then rebuilt the pipeline itself: generation moved to **Nano Banana Pro via Google Flow**, and reference-based image-to-image edits replaced the hand-compositing step, leaving Photoshop only for what AI can't do. Brand rules, prompt systems, and render specs are codified so a new campaign re-runs the system instead of restarting the craft.
- Created reusable AI master templates for rapid variant generation, cutting new builder and campaign creative turnaround from days to hours (~80% faster).
- Built the tooling and the QC discipline behind that pipeline, not just its output: a reusable image-capture script, an automated partner-logo build, and a **Figma API** exporter feeding the asset library — plus the standards that govern AI output. Measured accessibility contrast and reversed a standing art-direction rule on the data, caught a delivered render carrying another company's branding, and pulled an unverified statistic from a live site rather than publish it.
- 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.com/intelligence), the next-gen AI product line: shipped the site end to end, from Figma to production front-end code, plus the design system, product renderings, and AI-generated video; productized the same approach into a contractor marketing-site template now running **four** electrical contractor brands — each reverse-engineered from the client's own photo drop into a generative visual canon, then expanded to full site imagery matching their real crews, vehicles, homes, service areas, and the services they actually offer, with no photo shoot.
- 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, **25+** executive and partner decks for national homebuilders and retailers, **40+** web and email marketing projects, and full multi-channel campaigns for IBS 2025 and 2026 plus 7 BFCM sub-campaigns (**50+** assets).

Don Le Creative • Anaheim, CA

2022 – Present

Freelance Creative Director

- For **Accortec**, an enterprise networking and storage hardware brand, designed and built the WordPress marketing site end to end and produced the full 3D product-render catalog in KeyShot (transceivers, memory, optical and copper cabling, and hot-swap drives), reused across web, retail, and print.
- Extended the Accortec brand system across point-of-purchase displays, email campaigns, and print collateral, and scaled the catalog to **8,000+** SKU-specific product images through an automated Photoshop pipeline (part-number and spec swaps off a single render set).

- Built and run the studio's own properties: **donlecreative.com**, design direction chosen from a bake-off, then built and deployed as a **Cloudflare Worker** with HMAC-signed cookie auth, gated case studies, and a one-command reproducible deploy; and **japanese.donlecreative.com**, a passion-project React learning app of 11 feature areas. Other small-business and product clients: brand identity, campaign, and web design from strategy through delivery.

VIZIO Inc. • Irvine, CA

2009 – 2022

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

- Built and led a **10-person 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**, working across teams to hit brand, timeline, and revenue targets.
- Wrote and documented Standard Operating Procedures across Creative Services, standardizing workflow and quality; ran team delivery in Jira, Adobe Workfront, and Wrike.
- Produced campaigns, packaging, and point-of-purchase displays alongside 3D renderings and web initiatives based on 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: Generative AI (image + video), Nano Banana Pro, 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, KeyShot, SketchUp, Dreamweaver, Cloudflare, Git/GitHub, Google Workspace, Jira, Workfront, Wrike.