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. Set 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 AI image pipeline in-house instead of standing up product photography; in 2026 it has generated **close to 3,500 images to date**: ~1,600 stills for Deako Intelligence and ~1,900 for campaigns and four contractor marketing sites. 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).
- Set the standards that govern AI output and held the work to them: measured accessibility contrast and reversed a standing art-direction rule on the data, caught a delivered render carrying another company's branding, and replaced an unsourced rating on a live client site with the verified figure. Also built the tooling behind the pipeline: a reusable image-capture script, an automated partner-logo build, and a **Figma API** exporter feeding the asset library.
- 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 for **four** electrical contractor brands (one live so far), each built from the client's own photo drop into a generative visual canon, then expanded to client-approved site imagery of their own 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 (Google Veo, ElevenLabs): for Deako Intelligence in 2026, **~1,045 clips across four versions of the pipeline**; also delivered IBS sizzle reels, partner testimonials, and instructional app videos.
- Building the next version in **Figma Weave**, with the product-image workflow proven on real campaign work and video in pilot: saved tools run over MCP, each checked against its written spec before use, with every credit logged. Wrote a working method for designing any creative workflow in Weave, from relighting and compositing to 3D, batch runs, and video.
- 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 password-gated case studies and a one-command reproducible deploy; and **japanese.donlecreative.com**, a 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; owned print, documentation, and web output end to end and allocated a **~$250K annual budget** across creative, team, software, and print R&D.
- 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

AI Fluency for Creative Work · AI Fluency: Framework and Foundations · AI Capabilities and Limitations · Claude Code in Action
Claude Academy (Anthropic) • 2026

Responsible AI: Applying AI Principles with Google Cloud
Google Cloud (Google Skills) • 2026

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, Figma Weave, Adobe Firefly, Google Veo, 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, WordPress, Elementor, Dreamweaver, Cloudflare, Git/GitHub, Google Workspace, Jira, Workfront, Wrike.