



LETICIA E. LE BLEU

Graphic Designer | 714.609.8694 | www.letysart.com | lety@letysart.com

“ Leticia worked with me at Overstock for several years when I was the Creative Director. She is a thoughtful and serious creative person, always willing, always cheerful, always ready to go the extra mile. She loves design and she is always eager to take on new tasks. She is loyal and hard working and will be a valuable member of any design team.

Alan Bunton
Creative Director ”

Graphic Designer with a demonstrated history of working in the internet industry. Strong entrepreneurship professional skilled in Graphics, User Experience, E-commerce, and Typography.

Education

University of Texas at El Paso

Bachelors of Fine Art Degree 2003
Graphic Design Major, Painting Minor

El Paso Community College

Associates of Fine Art Degree 1992
Texas Real Estate Certification 1987

International Business College

Executive Secretary Degree 1986

Software Knowledge

Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Dreamweaver
Sketch
Quark XPress
Acrobat Professional
Microsoft Word, Excel, Powerpoint

Skills

large and small print production
Web page design
Email design
Update and maintain web page designs
Strong visual solutions/image selection
Ability to multi-task in order to meet deadline
Attention to detail
Excellent communication skills
Created personal website to display work
Organization skills
Extensive Marketing and Branding
Copywriter and concept designer
Over 25 years in dedicated customer service
Bilingual, fluent in spanish – read, write and design

Experience

2005–Current Graphic Designer

Most freelance jobs include logos, postcards, packaging, catalogs, email design and business identity packages.

Overstock.com

2014 – 2019 In-house Graphic Designer

Designed and created all digital and print assets for internal communications, events, benefits, recruiting, customer service, yearly partner summit designer for Salt Palace events, and all outlet store marketing which included weekly FB posts, emails, and outlet store website updates.

2011–2014 Production Graphic Designer for Web

- Weekly updates of co-op store pages
- Edited web pages that needed design refresh
- Helped out with print when needed
- Customer service graphic designer
- Affiliate banners and email designer

2007-2011 Print & Email Graphic Designer

- Primary graphic designer for all company print needs. Magazine ads, postcards, brochures, packaging, catalogs and posters.
- Email designer

Gibbs Smith Publisher

2004-2007 Graphic Designer/Visual Asset Manger/ Pre-Press Supervisor

- Organization of all incoming images submitted by author and review for print quality.
- Developed new procedures like digital PDF delivery rather than printing and shipping book to author review, corrections, etc.
- Developed new procedure for incoming images by introducing photoshop image batching automation for fpo's
- Communicating with authors in the correction of book layouts and image placement
- Updating and maintaining of the web cover archive.
- Dramatically reduced printing mistakes through careful communication on catalogs, blads and books.