



LETICIA E. LE BLEU

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

Highly professional Graphic Designer with a comprehensive history of working in the internet/web industry. Strong entrepreneur skills in Graphics, User Experience, E-commerce, and Typography in addition to 15 years of experience in marketing, advertising, and communications. Extremely knowledgeable when working with a brand and brand styleguides with the ability to help grow a new brand or protect an existing brand and maintaining its distinction and recognition worldwide.

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

Knowledge

Adobe Illustrator

Adobe Indesign

Adobe Photoshop

Dreamweaver

Sketch

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

Acknowledgments (literally) *Clickable Links Below*



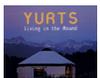
The Architecture of Entertainment

By Robert Winter



Painters of the Wasatch Mountains

By Robert S. Olpin, Thomas F. Rugh, Ann W. Orton



Yurts: Living in the Round

By Becky Kemery



Cover Design for Some Like It Hot: Flowers

That Thrive in Hot Humid Weather By P. J. Gartin

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 teams and the local Overstock Outlet Store. Responsible for all building signage to include wall art. Primary designer for yearly Partner Summit at Salt Palace.

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 for review, corrections, etc.
- Developed new procedure for incoming images by introducing photoshop image batching automation for fpo's. Dramatically improved the amount of images and turnaround time fpo's to designers and authors.
- 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.

Recommendations *next page*

Recommendations

“ I have been fortunate to know Lety for over a decade. Not only is she a skilled designer, but her kind spirit, positive outlook, and willingness to help make her a pleasant addition to any team. Lety's passion for art and design is illustrated through the quality and creativity of her work. She is a self-starter, and her artistic touch brings a unique perspective to every project she touches.

Meghan Touhig
Vice President, Overstock ”

“ 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 ”

“ I had the opportunity to work with Leticia on many projects; small and big-scale. Her ability to conceptualize and execute on projects is unique and sets her apart. She always delivers on-time and with superior quality. She is creative, driven, technically savvy and has always been a pleasure to work with. I highly recommend her for her skills and work-ethic.

Leslie Killinger
Company Owner at
eCommerce Specialty
Group, LLC ”

“ Leticia Le Bleu is one of the finest graphic designers with whom I have worked. I have observed her work and her career progression at Overstock.com over several years. I was so impressed with her work that I hired her as the principal graphic designer for my congressional campaign in 2014. When I returned to Overstock.com in 2017, Leticia continued to impress me with her professionalism and technical expertise. She is punctual and detail-oriented and highly skilled. On top of all that, Lety is a joy to work with. She is a team player who carries her weight and helps those around her succeed. I recommend her without reservation. She is an exceptional talent!

Stephen Tryon,
SPHR, SHRM-SCP
Versatile ECommerce
Executive ”

“ “Creative with a high attention to detail.” I would recommend Leticia on any project requiring application front end design and media. In addition to quality work and modern ideas she is extremely responsive adding the valuable aspect of speed to the team.

Brian Wagstaff
HRIS Strategist ”

“ I have worked with Leticia for approx. 10 years. She is fantastic at what she does, great at meeting deadlines with her designs and about as creative a person as you will find. Knows in and outs of graphic design as well as anyone. Great find, if you can hire her, do it!

Don Bellon
Reverse Logistics Manager
at Overstock.com ”