

# LETICIA E. LE BLEU

Graphic Designer | 368 East 4090 South, Murray, Utah | 714.609.8694 | www.letysart.com | lety@letysart.com

I am a web and print design professional with over 15 years of experience creating impactful digital and print design. With a proven history of building and strengthening online brands, I excel at handling multiple projects with tight deadlines. I am positive, dependable, and goal-driven with top-level skills that include:

Web	UX Design	Brand Protector & Advocate	Collaborative/Team Player
Print	Problem Solver	Strategic Thinking	

## Experience

### Girl Scouts of Utah

2019-2021      **Graphic Designer**  
**Marketing & Communications Specialist**

Print and web designer for the State of Utah. Duties include web and print designs that adhere to the Girl Scout Brand. Daily designs duties include but not limited to: Web page design updates, social graphics, catalogs, posters, billboards, flyers, and girl scout patches.

### Overstock.com

2014 – 2019      **In-house Graphic Designer**

Designed and created all digital and print assets for internal communications, events, benefits, recruiting, and customer service teams. Marketing designer for local Overstock Outlet Store. Primary designer for yearly Partner Summit at Salt Palace.

2011–2014      **Interactive Web Designer**

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

2007-2011      **Print & Email Graphic Designer**

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

## 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

Illustrator  
InDesign  
Photoshop  
Dreamweaver  
Sketch  
Acrobat Professional  
Microsoft Office

## Skills

Print & Web  
HTML/CSS (edit and revise)  
Email design  
Social  
Display ad banners  
Update and maintain web page designs  
Digital marketing  
Brand Advocate & Protector  
Strong visual solutions/image selection  
Produce deliverables under tight deadlines  
High level print production knowledge  
Team player / collaborator  
Created personal website to display work  
Project management & organization  
Copywriter and concept designer  
Customer service skills, training  
Bilingual, fluent in Spanish—read, write and design

## Book Acknowledgments and Cover Design



**The Architecture of Entertainment**  
By Robert Winter



**Painters of the Wasatch Mountains**  
By Robert S. Olpin, Thomas F. Flugh, 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

**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  
at Overstock.com

“ 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