Leticia E. Le Bleu

Senior Graphic Designer
368 East 4090 South, Murray, Utah | 714.609.8694 | letysart.com

Profile

Digital and print design professional with over 20 years of experience creating impactful graphic designs. I consistently enhance team efficiency through strong collaboration and adaptability. With a proven track record of building and strengthening brands, I excel at managing multiple projects under tight deadlines. I am a positive, dependable, and goal-driven individual.

Skills

Digital and Print Design
HTML and CSS (edit/revise)
Email design
Social media
Display ad banners
Updating and maintaining web pages
Problem Solving
Multi-tasker
Deadline-driven
Visual solutions and image selection
High-level print production knowledge
Project management and organization
Customer service and training
Bilingual, fluent in Spanish—read, write,
Brand Protection & Advocacy
Strategic Thinking
Streamlining / Processes Improvement
Collaboration & Teamwork
Social Skills
Self Management
Emotional Intelligence
Artist/Fine art

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

Adobe Creative Suite
- Indesign
- InCopy (IDAP,ICAP)
- Photoshop
- Illustrator
- Dreamweaver
- Acrobat Pro

Microsoft Office 365
- Excel
- Powerpoint
- Word

Figma
Sketch
Sharepoint
Jira
Workday
Onedrive
Share point
Teams

Experience

Thermo Fisher Scientific

2022–2025 Production Graphic Designer III / Life Sciences & Solutions Group

I successfully managed multiple projects simultaneously, collaborating with diverse stakeholders such as the brand compliance department, art directors, designers, copywriters, marketing project managers, and traffic teams. Additionally, I worked directly with business partners to bring their creative ideas to life. My responsibilities included creating new layouts, working on mid-stream projects, and finalizing deliverables. I produced a wide range of materials, including brochures, flyers, white papers, app notes, emails, banners, and social media posts, ensuring brand consistency across all platforms. Responsibilities increased to include backing up the lead print designer (hand-picked by her) to work on complex projects that required full attention in her absence.

Girl Scouts of Utah

2019–2021 In-House Graphic Designer / Marketing & Communications Specialist

Print and web designer for the State of Utah. Responsible for creating web and print materials in strict accordance with the Girl Scout Brand guidelines. Daily tasks included updating web page designs, producing social media graphics, catalogs, posters, billboards, flyers, and custom Girl Scout patches.

Overstock.com

2014–2019 In-House Graphic Designer and Outlet Store Designer

Designed and produced all digital and print assets for internal communications, events, benefits, recruiting, and customer service teams. Responsibilities also included serving as a marketing designer for the local Overstock Outlet Store, working on both web and print projects.

2011–2014 Marketing Interactive Web Designer

In addition to supporting the print department, I served as one of two graphic designers with the following key responsibilities:

- Delivered weekly updates to partner store pages across diverse categories, including furniture, electronics, jewelry, and clothing.
- Refreshed and redesigned web pages to ensure a modern, engaging user experience.
- Acted as the dedicated designer for display ad banners, creating visually compelling digital ads.
- Designed targeted email campaigns for the car department, as well as regular marketing emails for broader audiences.

2007–2011 Marketing Print & Email Graphic Designer

Hired as the First PRINT graphic designer for this web-based company. If you received a mailed postcard to your home from Overstock.com, you saw my on brand creative. Magazine ads, postcards, brochures, packaging, catalogs, posters, and billboards were all part of my responsibilities. I also trained numerous web-based designers on creating print assets and developing print templates. As they transitioned to print I took on email design and soon moved on to the web department.

Gibbs Smith Publisher

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

I was hired to scan all images, create FPOs, review for print quality and organize all incoming images submitted by the author. It wasn't long before I streamlined several processes. For example:

- Developed new procedures, such as digital PDF delivery to the author rather than printing drafts and shipping the book for review and corrections.
- Introduced Photoshop image batching automation for FPOs, dramatically improving the number of images processed and turn around time for designers and authors.

This gave me the opportunity to grow, and I quickly advanced to photo editor, visual asset manager, and Pre-press supervisor. Along with these responsibilities, I assisted the art director in managing catalog and web page updates. This is where my passion and love for graphic design flourished.

Photo Editor Book Acknowledgments & Cover Design

The Architecture of Entertainment
By Robert Winter

Cover Design for Some Like It Hot:
Flowers That Thrive in Hot Humid Weather
By P. J. Gartin

Painters of the Wasatch Mountains
By Robert S. Olpin, Thomas F. Rugh, Ann W. Orton