NICK LE

SENIOR VISUAL DESIGNER · UX & BRAND

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SUMMARY

Visual designer with 10+ years across brand, print, and digital design, plus hands-on UX for CMS dashboards, resident portals, and websites. Experience spans art direction, team leadership, signage, and trade-show and event design, with UX work that cut task time 25% and helped lift customer retention 25%.

EXPERIENCE

Designer II | Inhabit Residential — Remote • Apr 2026 – Nov 2026

- Designed and implemented UX across the resident portal, company and property websites, and internal staff dashboards, from user flows and wireframes through prototypes, developer handoff, and visual QA.
- Designed email templates, landing pages, and digital campaigns, plus brand guides, presentations, and trade-show graphics, all within established brand standards.
- Partnered with stakeholders, developers, and vendors from concept to delivery, turning around fast revisions across concurrent projects.

UX Designer | Magnolia — Roswell, GA • Feb 2021 – Nov 2025

- Led the UX redesign of the CMS dashboard, restructuring navigation and core workflows to cut time on routine tasks by 25% and contributing to a 25% increase in customer retention.
- Ran user research and usability testing for the dashboard, and partnered with product managers and developers through prototyping, implementation, and visual QA.
- Created visual design across print and digital, keeping the brand consistent across every touchpoint.
- Designed signage, trade-show displays, and event graphics, preparing production-ready files for print.

Brand & Visual Designer | Synk Inc. — Atlanta, GA • Jan 2020 – Feb 2021

- Built cohesive brand identities and visual design for e-commerce and SaaS clients, keeping brand standards consistent across web, product, and marketing touchpoints.
- Designed responsive interface visuals, reusable UI components, and interactive prototypes, bringing each client's brand into the product experience.
- Presented design concepts to clients and stakeholders and led them through review cycles to sign-off.

Art Director | Inkgility — Atlanta, GA • Jun 2015 – Oct 2019

- Led visual direction for client brands for four years across identity, marketing campaigns, e-commerce graphics, signage, and print production.
- Managed and mentored a team of 4 designers, ran creative reviews, and kept concurrent client projects on schedule under tight deadlines.

SKILLS & TOOLS

Visual & Brand: Art direction, brand identity & guidelines, typography, layout, print & digital campaigns, signage, trade-show & event graphics, email & landing pages, photo retouching, motion graphics

UX: User research, usability testing, user flows, wireframing, prototyping, responsive web UI, UI components, developer handoff, visual QA

Leadership: Team management, mentoring, creative reviews, stakeholder presentations

Tools: Figma, Adobe Photoshop, Illustrator, InDesign, After Effects

EDUCATION

Bachelor of Fine Arts, Graphic Design • The Art Institute of Atlanta • 2014