

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
Print

UX Design
Problem Solver

Brand Protector & Advocate
Strategic Thinking

Collaborative/Team Player

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 ”