

# THI LE

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## SENIOR DESIGNER

### SHINOLA DETROIT / BEDROCK

JAN 2019 - PRESENT

#### BRANDS:

MARC JACOBS & FILSON

JAN 2019 - MAR 2020

SHINOLA & TOM FORD

JAN 2019 - FEB 2023

#### RESPONSIBILITIES:

##### PRODUCT • VISUAL DESIGN • PRINT

Design and innovate product newness each season for Shinola Womens Watches (Bixby, Derby, Book, Bikelock, Birdy, Canfield), aligning with other categories (handbags, jewelry) using specific color story and materials. Additionally, continuous development and evolution of core products, offering new features each season.

Technical specifications for factory manufacturing (Tech packs and Colorways).  
Communication, creation and approval of mechanical drawings.  
Solve construction challenges during product development.

Development of a design, file and asset organization system to keep design and product development teams aligned each season.

Mood boards and concepts with a focus on fashion trends.  
(Shinola Womens, Tom Ford, Marc Jacobs, Hillier Bartley, Filson)

Design and conceptualization for in-house launches of Detrola Motel, Shinola Crate+Barrel, Filson Home, Shinola x Hasbro collaboration. Presentation decks and proposal collateral.

New product packaging for Shinola Womens Watches and Tom Ford Timepieces.

Design marketing, sales assets, and brand partnership presentations. (Tide Ocean Plastic, Tom Ford)

## SENIOR DESIGNER

### JACK BLACK, MEN'S SKINCARE

(PART OF EDGEWELL PERSONAL CARE)

AUG 2018 - DEC 2018

#### RESPONSIBILITIES:

##### UX/UI • VISUAL DESIGN • PRINT • VIDEO

Social media promotional campaigns.  
(Black Friday, Christmas, Newsletters, Eblasts, Instagram, Facebook)

Graphic assets for sales, marketing and brand partnerships.

Cross marketing collateral for seasonal campaigns.  
(Banners, Wall Murals, Posters, Flyers, Promo Items)

Motion graphics video for product launch kick-offs.

Men's skincare product packaging: limited edition, new releases, collaborations.

## DESIGNER

### NERIUM / NEORA

OCT 2017 - JUNE 2018

#### RESPONSIBILITIES:

##### UX/UI • VISUAL DESIGN • PRINT

Creative lead, responsible for the design and direction of sales and global requests including sales branding.

Design for global promotional events, including the creation and development of event concepts.

Seasonal and quarterly marketing/sales promotions. (Email, Facebook, Instagram, Internal site)

DESIGNER

TONI&GUY

JUNE 2017 - OCT 2017

RESPONSIBILITIES:

UX/UI • VISUAL DESIGN • PRINT • VIDEO

Marketing, promotional materials and collateral for TONI&GUY’s salons and academies as well as interactive promotional video content for brand presence on the web and social media platforms.

Management of design projects, requests, and communication with vendors on deliverables. Report to President for sign-off.

Custom print and websites for Corporate and Franchise academies and Salon Directors.

Directly responsible resolving creative and technical challenges for the final design in production, focusing on maintaining quality and creative direction between hand-off.

Led onboarding, direction and design process for marketing team members during transition and start-up of department.

WATCH DESIGNER

FOSSIL GROUP

OCT 2011 - APRIL 2017

BRANDS:

MARC BY MARC JACOBS WATCHES

OCT 2011 - AUG 2015

MICHAEL KORS WATCHES

AUG 2015 - APRIL 2017

RESPONSIBILITIES:

PRODUCT • VISUAL DESIGN • PRINT

Design and innovation of Michael Kors Ladies & Men’s watches, Marc by Marc Jacobs watches each season, aligning color story and materials with other product categories (Apparel/Ready-To-Wear, handbags, wallets, sunglasses, jewelry, shoes)

Delivery of watch mechanical drawings for production. Responsible for the review and approval of technical drawings. Solve technical challenges of final design in production, keeping the balance of margins, MSRP, and AUR in mind.

Contribute to ideas, concepts, seasonal creative direction, and mood boards for licensor’s review and approval.

Design exclusives for retail accounts: Nordstrom, Bloomingdales, Macy’s, Dillard’s, DFS, Michael Kors and Marc by Marc Jacobs boutiques & outlets.

Collaborate with external departments (watchstation.com, packaging, pre-press/photo studio, brand, marketing) to develop and maintain a high standard of design across all teams.

Design, concept, collaborate with other in-house design teams: Karl Lagerfeld and Armani Exchange.

Gained familiarity with Solidworks and Keyshots to better convey design details through 3D prints.

EDUCATION

THE ART INSTITUTE OF DALLAS

Bachelor of Fine Arts, Graphic Design 2011

HARDWARE & SOFTWARE

OPERATING SYSTEMS:

Apple/Mac OS, Microsoft Windows 10, Linux

SOFTWARE:

Microsoft Office 365, McAfee Antivirus

Adobe Creative Cloud Suite  
(Illustrator, Photoshop, Indesign,  
Experience Design XD, After Effects)

Figma, Sketch

Hot Door Cad Tools10, Solidworks & Keyshots

HARDWARE:

Network card, memory, PC, SCSI cards, printers,  
scanners, hard drives, video adapter/adaptor  
cables, monitors, PIV/smartcards

SKILLS

Graphics, Layout & Design Structure, Print  
Digital Visuals & Infographics  
Website Conceptualization, Wireframes, UX/UI  
Branding And Marketing Strategies, Presentations  
Brand Identity Development, Logos & Standards  
Product Packaging, Die Lines  
Photo Editing: Retouching, Correction, Manipulation  
Watch Design/Renders, Vector Illustration  
Product Design, Mechanical/Technical Drawings

LANGUAGES

Bilingual: English, Vietnamese

REFERENCES

Upon Request