KACEY LE

GRAPHIC DESIGNER | NEW YORK, NY KACEYDTLE@GMAIL.COM | KACELLEDIA.COM

EDUCATION

SCHOOL OF VISUAL ARTS

GRADUATING MAY 2025

BFA DESIGN | NEW YORK, NY

- High Term Honors
- Silas H. Rhodes Merit Scholarship
- Henry Wolf Foundation Scholarship
- UG BFA Design Award
- Richard Wilde Award

WORK

THEATER FOR A NEW AUDIENCE

AUG 2023 - MAY 2024

DESIGN ASSISTANT | BROOKYLN, NY

- Collaborated closely with Paul Davis and Mo Hinojosa on the development of branded visual assets for clients across editorial, advertising, and cultural sectors.
- Assisted in conceptual development, layout design, and execution of environmental graphics for exhibitions and events.
- Supported branding projects from concept through completion, contributing to assets, mockups, and presentations.

DIVERSIFY YOUR NARRATIVE

APR 2021 - JUN 2023

DESIGN STUDENT TEAM LEAD | STANFORD, CA

- Created social media content through a combination of visual design and web-based writing strategies with department chair.
- Conducted design research and trend analysis to ensure visual output aligned with current industry standards.
- Led the development of a refreshed brand identity and social media strategy in collaboration with the marketing director as part of a rebranding initiative.
- Managed and mentored a team of student designers through the development of branding and multimedia campaigns.

SKILLS

Illustrator
Photoshop
InDesign
AfterEffects
Lightroom
Glyphs 3
Robofont
Risograph
Letterpress