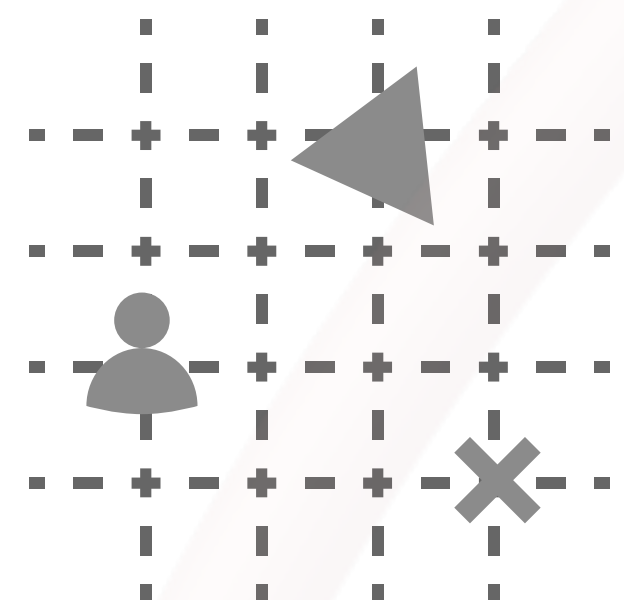


# RICH LE

*I am a designer who lives and breathes his craft. A full-stack creative who utilizes his expertise of a variety of design frameworks to produce truly innovative human-centered solutions.*

*What challenge do you want to face together?*



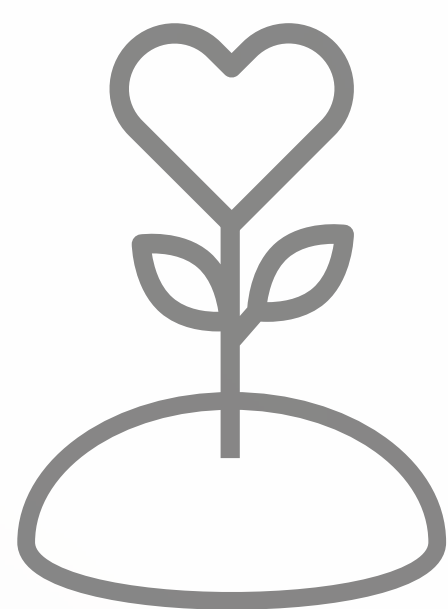
## LEARNING ABOUT YOUR CUSTOMERS AND SPACE

I'll recommend research methods to draw a baseline and gain a clear view of the landscape. We'll unveil points to leverage for driving strategy and immediate actionable tactics.



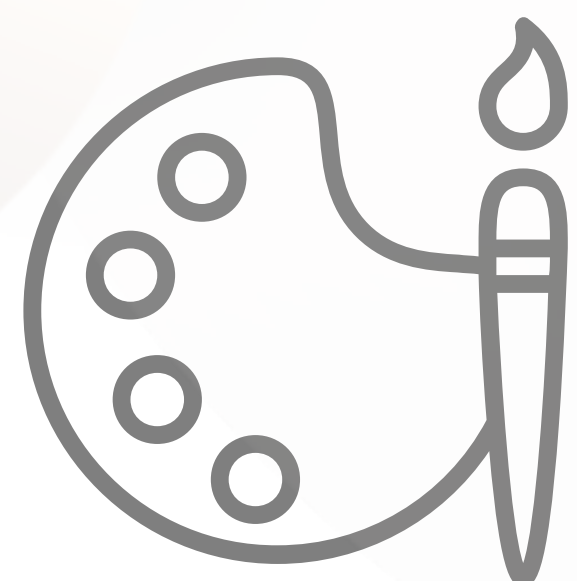
## DEFINING THE PROBLEM YOU SHOULD BE SOLVING

Stacking our insights against business and customer imperatives will prioritize the most sensible items. We'll also define design principles and plans for the next year, 5-years, and more.



## ENSURING YOU ARE TRULY CREATING VALUE

Quickly creating concepts to test and refine at various levels of fidelity. Validating as you go creates a strong scaffolding upon which your product can grow. No value = garbage.



## PRODUCING A POLISHED PRODUCT

We execute building on earlier work to ensure the "final" expression of our concept meets all KPIs. While adding polish with a keen eye for design, you can bet your ass it's going to be good.



## ESTABLISHING AN ITERATIVE DESIGN PROCESS

Capturing and measuring the work to ensure we are hitting goals. Building a process that not only respects your unique business situation, but a process that is both replicable and scalable.

*Designing with intention*

### PRODUCT DESIGN LEAD

FIDELITY INVESTMENTS  
OCTOBER 2018 - PRESENT

Lead design direction for the FI Native Mobile App and eMoney scrum teams. Utilizing design thinking methods, created frameworks to guide the team from discovery through execution.

### SENIOR DESIGN STRATEGIST

STORY + STRUCTURE  
DECEMBER 2017 - SEPTEMBER 2018

Worked with clients across the U.S. to conduct discovery exercises. Unveiling insights to create a foundation for workshoping concept models to later test and implement on behalf of our clients.

### EXPERIENCE DESIGNER

CAMBRIDGE BIOMARKETING  
SEPTEMBER 2015 - MAY 2018

Produced strategic design concepts with a cross-functional creative ad-agency. By aligning concepts to strategies and validating effectiveness, I was able to ensure impact for high stakes campaigns.

### DESIGN & MARKETING CONSULTANT

RICH LE DESIGN  
AUGUST 2012 - PRESENT

Rendered design services for local small businesses, start-ups, and agencies. Projects ranged from defining product/brand strategies, conducting research, and producing final design deliverables.

**WWW.RICHLE.STUDIO**

**MCPHS UNIVERSITY**  
B.S. IN PSYCHOLOGY  
2004 - 2009

**NORTHEASTERN UNIVERSITY**  
POST-BACC IN PRE-MEDICINE  
2010-2012

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