

Genice Chandra

(647) 648-8391
genice6776@gmail.com
genicedesigns.art

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Figma

Adobe Premiere
Adobe AfterEffects
Adobe Animate

HTML5
CSS/SASS
Javascript/Typescript
Processing

Microsoft Word
Microsoft PowerPoint

EDUCATION

BACHELOR OF DESIGN, MAGNA CUM LAUDE

York University and
Sheridan College
Toronto, ON
Apr 2020

BACHELOR OF HONOURS COMPUTER SCIENCE

University of Waterloo
Waterloo, ON
Completed 30 Credits

AWARDS

Package Design Winner
Applied Arts Awards
2019

Golden Key
Society Member
York University
2016

EXPERIENCE

WEB & GRAPHIC DESIGNER

Rich Media

Sep 2021 - present

North York, ON

Designed & executed websites, web tools, business documents, research reports & videos for major financial institutions.

Created wireframes, storyboards, high-fidelity prototypes, assets (including illustrations & curating stock materials) & maintained content documents for over 20 projects.

Involved in multiple concurrent projects acting as lead UX designer, content manager & occasionally project manager.

Successfully pitched design concepts that meet client & user needs, turning concepts into full-fledged applications and websites.

Created internal templates in Microsoft Word and Microsoft PowerPoint to improve the efficiency of team's workflow.

Worked with Git, SVN, Angular, React, & web components.

DIGITAL MARKETING

Bedford Medical Alert

Nov 2020 - Jun 2021

Toronto, ON

Conducted secondary research regarding client's audience base & designed high fidelity prototypes for client's website.

Designed coupons, brochures & informative blog posts on client's Wordpress website with a quick turnaround.

Managed client's Google Ads & related services, improving advertisement's Click-Through-Rate by 1.1%, reducing Bounce Rate by over 40%, boosting Top-of-Page Rate for company's keywords.

MARKETING COORDINATOR

Bespoke Real Estate Team

Jul 2019 - Apr 2021

Markham, ON

Upgraded & redesigned brand, compiling a brand package and designing promotional materials such as signage, flyers, business documents, presentations, & websites.

Maintained social media accounts, establishing a cohesive brand, which increased Instagram follower count by more than 200, tripled Reach, & doubled Profile Visits.

Curated images & copy for properties within digital & print mediums.

Created & managed a Wordpress template with a CMS to generate more than 50 personalized websites for different clients.

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AWARDS

Best Animation,
Best Editing,
Best Screenplay -
Dream Seeds
Multimedia Film Festival
of York Region
2013

Leadership in the Arts
York Region District
School Board
2012 - 2013

SOFT SKILLS

Adaptable
Efficient
Quick learner
Resourceful

EXPERIENCE (CONT.)

BOOK DESIGNER

David & Mary Thomson Collegiate

Apr 2019 - Sep 2019

Scarborough, ON

Designed a 50 page book with 100 printed copies that was distributed to various TDSB libraries & clients.

Created cover design, typeset copy, edited content, & introduced a handwritten concept that was highly beloved by the clients.

Liaised with print shop to ensure quality work was produced.

FRONT END DEVELOPER

Synchronous Incubation & Development Labs Incorporated

Feb 2016 - May 2016

Waterloo, ON

Designed high fidelity mock ups for client's beta application, receiving positive reviews and contributing to an increase in sponsorship.

Participated in UI/UX development and design of client web app.

Advised on corporate identity of organization, designing high fidelity mock ups.

GRAPHIC DESIGNER

Toronto District School Board

Sep 2015 - Feb 2016

Toronto, ON

Completed 20 independent projects including designing promotional brochures, signage & logos for schools using Adobe Creative Suite and Microsoft Office.

Created marketing materials to support target schools, leading to an increase in school registration.

Updated graphical material for board events in accordance with branding guidelines.

Professionally liaised with team members, key stakeholders and clients in order to accurately convey branding goals and concepts.