

Genice Chandra

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

SKILLS

Photoshop
Illustrator
InDesign
Figma

Premiere
AfterEffects
Maya

HTML5
CSS3
Javascript
Processing

ACHIEVEMENTS

Package Design Winner
Applied Arts Awards
2019

Golden Key
Society Member
York University
2016

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

EXPERIENCE

FREELANCE DIGITAL MARKETING

Bedford Medical Alert

Nov 2020 – Jun 2021

Vaughan, ON

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

Designed coupons, brochures and 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 and redesigned brand including compiling a brand package, promotional materials such as signage, flyers, business documents, presentations, websites and other miscellaneous projects

Maintained social media accounts, enacting cohesive branding, which increased Instagram follower count by more than 200, tripled Reach, and doubled Profile Visits

Curated images and copy for properties for various mediums

BOOK DESIGNER

David and 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 and clients

Created cover design, typesetted copy, edited content, and introduced a handwritten concept that was highly beloved by the clients

Liaised with print shop to ensure quality work was produced

WEB AND GRAPHIC DESIGNER

Synchronous Incubation and Development Labs

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