

Genice Chandra

(647) 648-8391
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genicedesigns.art

SKILLS

Photoshop
Illustrator
InDesign
Figma

Premiere
AfterEffects
Animate

HTML5
CSS/SASS
Javascript/Typescript
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

WEB & GRAPHIC DESIGNER

Rich Media

Sep 2021 – present
North York, ON

Created websites, web tools, business documents, & videos, including assets & selecting stock materials, for financial institutions.

Acted as lead designer, content manager & occasionally project manager, whilst simultaneously involved in multiple projects.

Proposed & revised design concepts to clients following their brand guidelines & accessibility standards.

Worked with Git, SVN, Angular, React, AEM & web components, guiding fellow designers in developing their skills & knowledge of the relevant software.

FREELANCE 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 including compiling a brand package, promotional materials such as signage, flyers, business documents, presentations, websites & other miscellaneous projects

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

Curated images & copy for properties within various mediums

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