

# Genice Chandra

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

## SKILLS

Photoshop  
Illustrator  
InDesign  
Figma  
  
Premiere  
AfterEffects  
Animate  
  
HTML5  
SASS  
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

### WEB & GRAPHIC DESIGNER

Rich Media

Sep 2021 – present  
North York, ON

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.

Created websites, web tools, business documents, & videos; includes the production of assets & selection of stock materials.

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.