

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

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 each project.

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

Proposed & revised design concepts to meet client & user needs, whilst following brand guidelines & accessibility standards.

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

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, 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.