

Janet He

Visual and Product Designer excited to learn new things while building design skills.

View my portfolio at www.janethe.design and contact at janethe409@gmail.com

EDUCATION

**York University &
Sheridan College,
Honours Bachelor
of Design (BDes)**

Sep 2018 – Apr 2022

SKILLS

Product Design, UX/UI,
Marketing, Branding &
Identity, Usability Testing,
User Research, Illustration,
Visual Design, Iconography,
Motion & Graphic Design

TOOLS

Adobe CC, Sprout Social
Canva, Sketch, Figma,
HTML & CSS

VOLUNTEER

**Regenesis York
Motion Design Intern**
May 2021

Spearheaded the volunteer orientation motion graphic project while executing animations for various logos.

WORK EXPERIENCE

RallyCry, Visual & UX Designer I Part-Time

October 2021 – Present

- Designed gaming graphics, templates and motion graphics for multiple clients including **Air Force Gaming**, **NFL**, **LevelNext** and more.
- Illustrated assets for the visual brand and graphics using **Illustrator**.
- UX projects include collaborations with lead designers and engineers for product features.

FCB/SIX, Design Intern

June 2021 – August 2021

- Animated and concepted marketing materials to support **Simplii Financial's** social media presence, closely working with lead art directors.
- Created animations for **Sobeys** and **WWF** that were presented to stakeholders before designs were finalized for ads using **After Effects**.
- Prototyped high-fidelity UI mock-ups for **Janssen Pharmaceuticals** using existing wireframes to create a sleek and modern design with **Figma**.
- Constructed and edited email layouts for **CIBC** and **Mercedes-Benz**.
- Assisted the launch and transition of **Performance Art** by modeling UI prototypes for their new website while creating new illustrations & icons.

York University, Graphic Designer & Multimedia Assistant

September 2020 – Present

- Managed and designed various marketing content for York University, including motion graphics, website graphics, and social media posts.
- Conceptualized social media campaigns targeting university students, increasing Facebook engagement by **60%** and Instagram reach by **40%**.
- Collaborated to generate marketing ideas to execute informative content.
- Conducted research on advertising performance through monitoring audience insights & identifying areas to improve conversation rates.