

Janet He

 www.janethe.design

 janethe409@gmail.com

EDUCATION

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

Sep 2018 – Apr 2022
Toronto, Ontario

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 // Toronto, ON

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

WORK EXPERIENCE

Riot Games, Visual Design Intern

June 2022 – September 2022 // Los Angeles, California

- Created logos and icons for new features in **VALORANT**.
- Worked alongside other visual designers on **in-game** user interfaces while building onto **VALORANT**'s visual design guidelines with **Figma**.
- Designed in-game screens and prototypes across multi-platforms that were presented to visual design directors and stakeholders.

Rally Cry, Visual & UX Designer

October 2021 – June 2022 // Irvine, California

- 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 // Toronto, Ontario

- Animated and concepted marketing materials to support **Simplii Financial**'s social media presence, closely working with lead artists.
- 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 modern design with **Figma**.
- Assisted the launch and transition of **Performance Art** by modeling UI prototypes for their new website by creating new illustrations & icons.

York University, Graphic Designer & Multimedia Assistant

September 2020 – April 2022 // Toronto, Ontario

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