

Janet He

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EXPERIENCE

FCB/SIX

Design Intern

June 2021 - August 2021

- Animated marketing materials to support CIBC'S Simplii Financial's social media presence, while closely working with lead art directors to ensure all design and marketing requirements are met.
- Created and concepted animations for Sobeys with a senior art director. Visuals were presented to stakeholders before designs and ideas are finalized.
- Assisted and prototyped high fidelity mock-ups for Janssen's portals. Concepted with wireframes constructed from UX designers to create a sleek and modern design to ensure a convenient user interface for consumers.
- Designed and edited email layouts for CIBC with copywriters and art directors to present to stakeholders before approval and launch.
- Assisted the launch & transition of Performance Art by creating UI prototypes for the new website, designing brochures, and creating new illustrations & icons.

York University

Graphic Designer & Multimedia Assistant

September 2020 - April 2021

- Managed and designed various marketing content for York University, including motion graphics, website graphics, mockups, social media posts, and newsletters.
- Conceptualized and executed 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.

Regenesis York

Motion Design Intern

May 2021

- Ideated and executed animations for multiple initiative logos with designers.
- Lead the volunteer orientation motion graphic project and improved existing script while ensuring animations were engaging.
- Animated the main logos for all the chapters and Cycle York for video bumpers.

EDUCATION

Honours Bachelor of Design

York University / Sheridan College

2018 - 2022

SKILLS

Product Design
UX/UI Design
Marketing Design
Branding & Identity
Usability Testing
User Research
Visual Design
Motion Design

TOOLS

Adobe CC
Sprout Social
Canva
Sketch
Figma
HTML & CSS
Microsoft Office

INVOLVEMENT

Bethune Creative Arts Council

Design Contributor

September 2017- June 2018

- Idealized and designed creative marketing concepts for spirit days.
- Marketed art promotions for plays, reaching audience attendance of over 100 students.
- Supported alternative clubs and events by establishing creative ways to fundraise, constructing installation props and marketing brochures.

AWARDS

Honor Roll (2014 - 2018)
Ontario Scholar
Elle hacks Winner 2020