



PERSONAL PROFILE

Detail-oriented digital media designer with a remarkable work ethic and a passion for problem-solving. Possess a wide array of skills in graphic, UX, and motion design. Experienced in research, writing, and quality assurance. Natural leader with previous experience working in communications, marketing, and project management.

CONTACT

 [Portfolio](#)

 (647) 261-5502

 mg.chloe.letendre@gmail.com

 [Chloé Letendre](#)

AREAS OF FOCUS

GRAPHIC design

USER EXPERIENCE design

MOTION design

LANGUAGES

FRENCH Native proficiency

ENGLISH Full proficiency

HOBBIES

Reading

Sewing

Volleyball

CHLOÉ LETENDRE

DIGITAL MEDIA DESIGNER

EDUCATION

Interactive Media Design Diploma

Seneca College | 09/2021 - 05/2023

Achievement: High Honours

Honours Bachelor of Science

University of Toronto | 09/2015 - 12/2019

Achievement: High Distinction

WORK EXPERIENCE

Graphic Designer

Rich Media, Toronto, ON | 09/2023 - present

- Collaborated with a team of designers to create high quality branded assets (videos, infographics, digital tools) for a variety of financial clients
- Planned, coordinated, and conducted multiple UX research projects as lead researcher
- Improved content marketing processes to increase social media following by 25%

Design Consultant

Freelance, Toronto, ON | 08/2023 - present

- Created the brand identity (logo, colours, typography, graphic elements) of a tech startup
- Created app and website prototypes in Figma

Marketing Student

Humance | Culture & Performance, Toronto, ON | 05/2023 - 06/2023

- Planned, designed and animated promotional videos for the launch of a new platform
- Created an internal web accessibility guidelines training manual
- Supported the marketing team by keeping the Shopify e-commerce platform up to date and performing quality assurance checks on product pages

Communications Student

Health and Community Care Support Services, Toronto, ON | 05/2022 - 09/2022

- Designed branded assets (brochures, diagrams, social media posts, backgrounds, etc.)
- Planned the content of internal web pages and developed them using SharePoint
- Optimized the structure of internal web sites to ensure positive user experience

Content Creator for Internal Communications Student

Manulife, Toronto, ON | 09/2020 - 09/2021

- Designed branded assets (deck templates, letterheads, banners, animations, etc.)
- Supported internal communications by creating and revising written content
- Devised a communication campaign aimed at improving associate engagement

TECHNICAL SKILLS

Design Software

Adobe Creative Suite (Illustrator, Photoshop, After Effects, Premiere Pro, InDesign, XD), Figma, Canva

UX Research

Project strategy, competitive research and analysis, journey mapping, wireframes and prototyping, report

Web Development

HTML, CSS, WCAG 2.0, CMS (WordPress, SharePoint)

Writing

Writing, editing, revising, translation

Illustration

Traditional, digital, vector

SOFT SKILLS

Intrapersonal

Work ethic
Attention to detail

Problem solving
Initiative

Interpersonal

Leadership
Teamwork

Communication
Adaptability