



# 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      Problem solving  
Attention to detail      Initiative

#### Interpersonal

Leadership      Communication  
Teamwork      Adaptability

### 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](#)

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 [Chloé Letendre](#)

### AREAS OF FOCUS

**GRAPHIC** design

**USER EXPERIENCE** design

**MOTION** design

### LANGUAGES

**FRENCH** Native proficiency

**ENGLISH** Full proficiency

### HOBBIES

Reading  
Sewing  
Volleyball