

RHEA DEASE

DESIGN & DIGITAL MANAGER

Senior design professional committed to driving **artistic innovation** through **purposeful action**.



Portfolio
rheadease.com



Address
1420 Dupont St.,
Toronto, ON,
M6H0C2.

> SKILLS

Design innovation
Concept development
Brand development
Digital + print design
Design systems
Presentation + layout design
Illustration, Motion Graphics
Video Editing
Basic HTML/ CSS
Creative asset management
Workflow optimization

> TOOLS

Adobe Creative Cloud,
Figma, Canva, Mailchimp,
MS Office 365,
Google Workspace
Google Analytics

> EDUCATION

2017 | M.DES
Animation Film Design,
National Institute of Design,
Ahmedabad

2012 | Bachelor of Mass Media
Advertising,
St. Xavier's College, Mumbai

> CERTIFICATES

Introduction to Coding
SheCodes | 2021

Storyboarding for Animation
CGMA | 2022

> SOCIAL

rhea-dease

rhea_dease

> CONTACT

deaserhea@gmail.com
6472128772

> WORK EXPERIENCE

Design & Digital Manager / CivicAction

02/23 - Present

- **Launched and conceptualized the visual identity of CivicAction's Summit 2023: Changemakers Needed** – a conference of 400 influential leaders in the private, public, and non-profit sectors in the Greater Toronto & Hamilton Area, and increased traffic to the Summit website by 30% in Aug-Oct.
- **Elevated brand's impact by designing end-to-end campaigns for leadership programs** – BoardShift, DiverseCity Fellows, and Emerging Leaders Network – driving a 71% open rate & 10% click through rate on email campaigns.

Designer / Teach Away

08/21 - 06/22

- **Researched, defined, and designed 65-page Brand Guidelines** for online tutoring platform Skooli, enabling cross-department cohesion and faster turnaround of marketing projects.
- **Developed and designed digital and print campaigns** in partnership with internationally recognized course provider OISE (Ontario Institute for Studies in Education), driving a +40% conversion rate with both B2C and B2B audiences.
- **Led brand identity design for international education conferences** to advance brand awareness, client engagement, loyalty, and action.

Designer, Illustrator / Multiple Clients

01/20 - 08/21

- **Transformed conceptual ideas into compelling visual narratives** that conveyed business goals for Thought Cafe's History by Numbers video series in June-Aug 2021.
- **Art directed creative concepts for internal communication** for the Electrical Contractors Association of Ontario, SickBird Productions, and Purpose Communications, Toronto.

Digital Designer / Kinsane Entertainment

04/18 - 12/19

- **Conceptualized, strategized, and executed communications** for Kinsane Games for 27+ games with 2+ million downloads on Google and Apple stores.

Visual Designer / Sony Music Entertainment

03/17 - 03/18

- **Pitched, designed, and produced album covers and logos**, posters, animated videos, social media campaigns, artist press kits and marketing material to support artist promotion, album launches and marketing campaigns with +74 million views on YouTube.