

RHEA DEASE



Portfolio
rheadease.com

DIGITAL MARKETING DESIGNER

Senior marketing designer driving **brand-led, high-impact creative** across digital, lifecycle, and growth channels.



Address
195 Redpath Ave,
Toronto, ON,
M4P0E4

> SKILLS

- Marketing design
- Web and landing pages
- Email design
- Design systems
- Motion and Video Editing
- Figma and Webflow
- Creative asset management
- Workflow optimization

> TOOLS

Adobe Creative Suite,
Figma, Canva, Mailchimp,
Miro, MS Office 365, Asana
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

Advanced Figma
Designlab | 2026

Storyboarding for Animation
CGMA | 2022

> SOCIAL

rhea-dease
 rhea_dease

> CONTACT

deaserhea@gmail.com
+1 647-212-8772

> WORK EXPERIENCE

Graphic Designer / GreenShield

12/'24 - Current

- Designed **on-brand digital assets** (display ads, landing pages, and pop-up banners) for the Canadiana campaign, **driving 21.8M impressions** with a **0.6%** (Meta) and **1.2%** (Google) ad CTR, contributing to **\$6.7M in net revenue** through direct-to-consumer acquisition and member expansion in the GreenShield app.
- Led visual design for the Canadiana and GreenShield app email campaigns, achieving **open rates up to 73%** and **CTORs of 20%** through purpose-driven creative and actionable CTAs.
- Designed landing pages and CTAs that improved clarity and engagement, contributing to a **245% increase in session bookings** as part of a collaborative marketing initiative.

Senior Graphic Designer / Baycrest

03/'24 - 09/'24

- Created impactful print and digital marketing materials – reports, newsletters, branding – which supported **\$15M+ in fundraising efforts**.
- Designed and implemented branding, merchandise and signage displayed in **high-traffic areas such as Union Station** for Baycrest's Bike for Brain Health, a fundraising event to defeat dementia.

Design & Digital Manager / CivicAction

02/'23 - 03/'24

- 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 website traffic by 30%**.
- Elevated the 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% CTR 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 B2C and B2B audiences.