

Clarisse-Faye Tan

I am an interdisciplinary designer focused on bridging visual and content design to communicate meaningful narratives.

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Experience

Director of Web and Social Media (Sept 2024+)

SFU SIAT Student Union

- Manages the social media operations and marketing strategy for the organisation
- Oversees media coverage and uses Adobe to produce short-form content of each event

Design Coordinator (Sept 2024+)

SFU Axis Consulting

- Redesigning brand identity for stronger appeal using Figma and Adobe Illustrator
- Designs social media assets with cohesive visual identity for stronger media presence

Marketing + Design Assistant (Sept - Oct 2024)

Vancouver Writers Fest

- Assisted the creation of graphics for festival events using Figma and Adobe Indesign
- Photographed festival events for extended media coverage

Freelance Graphic Designer (June - Nov 2021)

Wedding invitations for private clients

- Designed wedding invitations and programs using Adobe Photoshop
- Conducted frequent client meetings and outsourced manufactured products

Small Business Owner (June 2019- Aug 2022)

Tulle & Twine Co.

- Founded a stationery small business and made a total profit of \$80 000
- Designed and implemented brand identity on website, social media and all assets
- Designed and manufactured stationery products, shipping to customers worldwide
- Developed a marketing strategy and led a public relations team of 6 influencers

Projects

Lead Content Strategist (May 2024)

Fuorisalone Microsite

- Curated art direction and content strategy which captured the keynotes of Fuorisalone, presented in an exploratory microsite
- Utilised Figma for design and prototyping

Skills & Softwares

Visual Design

Art Direction

Content Design

UX/UI Design

Film/Photography

Marketing and Social Media

Figma

Adobe Suite

Education

Simon Fraser University (2022-2026)

School of Interactive Arts and Technology (SIAT)

Bachelor of Arts

3.67/4 GPA

Port Moody Secondary (2018-2022)

International Baccalaureate Diploma graduate

42/45 points

Grade Average: 96.6%

Interests

Book Design

Cover design and art direction for books within the publishing industry

Brand Identity

Formulating brand strategy and visual identity which creatively communicates brand values