

Clarisse-Faye Tan

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Skills & Softwares

Skills: UX Research, Service Design, UI/UX Design, Interaction Design, Visual Design, Content Design, Brand Design

Softwares: Figma (auto-layout, components, variants, libraries), Adobe Suite, Microsoft Office Suite

Design Experience

Design and Marketing Assistant - BC Culture Days

July 2025 - Sept 2025

- Created a new Art Direction for this year's theme, prioritising mental health and wellness, communicated visually.
- Designed and manufactured a series of high-quality posters for different communities in BC using the Adobe Suite.
- Designed an array of graphic assets, print assets and event assets which created a cohesive brand identity.

Design Coordinator - SFU Axis Consulting

Sept 2024 - April 2025

- Redesigned logo and brand identity, ensuring scalability and consistency across all platforms and materials while adhering to design system principles.
- Created and maintained design assets in Figma, collaborating with teams to ensure user-centric solutions that aligned with both client goals and accessibility standards.

Design and Marketing Assistant - Vancouver Writers Fest

Sept 2024 - Oct 2024

- Created pre-event slide decks and navigation signage for festival events using Figma and Adobe Indesign to facilitate accessible communication.
- Photographed events for extended media coverage, providing assets to highlight the spirit of the festival on social media.

Product Design Manager - TulleandTwineco

June 2019 - Aug 2022

- Designed and developed product lines using Adobe Creative Suite, establishing cohesive design systems across all product packaging, branding, and digital assets to ensure consistency and scalability.
- Led branding initiatives, creating a unified visual identity for the company's website and social media platforms.

Marketing & Communications Experience

Marketing and Communications Intern - Hopehill Living in Community

May 2025 - Feb 2026

- Developed campaign copy, donation pitches, presentation decks and promotional assets in Figma to communicate fundraising initiatives and engage donor audiences.
- Managed social media marketing and external communications, creating short-form content for TikTok and Instagram and coordinating collaborations with external organisations to grow brand visibility and increase followers by 375%.

Director of Web and Social Media - SFU SIAT Student Union

Sept 2024 - April 2025

- Managed the social media operations and marketing strategy for the organisation by developing targeted content campaigns, leveraging insights and posting consistently, increasing community outreach and engagement rate.
- Created dynamic short-form media content using Adobe tools, amplifying event engagement and showcasing student life.

Education

Simon Fraser University

Sept 2022 - April 2027

School of Interactive Arts and Technology (SIAT), Bachelor of Arts
Designing Interactions Concentration
3.67/4 GPA, Dean's Honour Roll