

# Clarisse-Faye Tan

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

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## Skills & Softwares

**Skills:** Visual Design, Art Direction, Content Design, Brand Design, UX/UI Design, Film/Photography, Marketing and Social Media

**Softwares:** Figma, Adobe Suite

## Experience

**Director of Web and Social Media - SFU SIAT Student Union** Sept 2024+

- Manage the social media operations and marketing strategy for the organisation to increase community outreach.
- Create dynamic short-form media content using Adobe tools, amplifying event engagement and showcasing student life.

**Design Coordinator - SFU Axis Consulting** Sept 2024+

- Redesign brand identity to establish stronger professionalism and visual appeal using Figma and Adobe Illustrator.
- Design social media assets with cohesive visual identity for stronger media presence.

**Marketing + Design Assistant - Vancouver Writers Fest** Sept - Oct 2024

- Assisted the creation of graphics for festival events using Figma and Adobe Indesign to facilitate accessible communication.
- Photographed festival events for extended media coverage, highlighting the spirit of the festival on social media.

**Freelance Graphic Designer - Wedding Invitations for Private Clients** June - Nov 2022

- Designed 100 wedding invitations and programs using Photoshop which blended clients' cultural values and traditions.
- Led regular client consultations and coordinated outsourced production to ensure high-quality results which met client needs.

**Small Business Owner - TulleandTwineco** June 2019 - Aug 2022

- Individually founded a stationery small business, making 8015 sales and a total profit of \$80 000.
- Designed and manufactured high-quality stationery products using Adobe Photoshop and printing services, shipping to 53% US customers, 19% international customers, and 28% local customers.
- Curated and implemented cohesive brand identity on website, social media and all assets.
- Developed a marketing strategy and led a public relations team of 6 influencers to establish high social media engagement.

## Projects

**Lead Content Strategist - Fuorisalone Microsite** May 2024

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

## Education

**Simon Fraser University** 2022-2026

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

**Port Moody Secondary School** 2018-2022

International Baccalaureate Diploma graduate  
42/45 points, Grade Average: 96.6%