

# Clarissa Netania

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## EDUCATION

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### Nanyang Academy of Fine Arts

Jul 2019 – Sept 2022

*Diploma of Graphic Communication (with Distinction)*

- GPA: 3.6/4.0
- Tuition Grant Awardee, Best Studentship Award, Dean's List AY2021
- **D&AD New Blood Pencil Award (Solo Awardee)**

## WORK EXPERIENCE

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### Flash Concepts

Jul 2019 – Sept 2022

*Graphic Designer*

- Led event branding and art direction, designing key visuals and brand guidelines.
- Created print and digital collaterals (infographics, signage, eDMs, slides, social media).
- Revamped company website, increasing site visits by 90% and generating 800+ inquiries.
- Collaborate with creative planners to develop project-winning proposals.
- Spearheaded portfolio revamp, improving client experience and project layouts.
- Selected projects:
  - Friso Great Digestion Adventure – Lead designer for a 5-day public event (+6M coverage, 30% conversion).
  - DBS Service Recognition Award – Designed for 1,000+ pax annual event (3 years).
  - FedEx APAC O&D Conference – Created microsite and branding, helping convert FedEx into a **recurring client**.
  - Other projects: Singtel Partner's Appreciation Night 2025 (300 pax), Singapore Heart Foundation Save-A-Life Campaign (100K+ coverage), DBS Future Forward Festival (spanning 4 countries), CapitalLand Sustainability Corner (featured in 11 CapitalLand properties).

### Citta by CITA (Nail & Lash Boutique in Jakarta)

Virtually, Oct 2022 – Present

*Co-Founder, Head of Marketing*

- Grew Instagram organically to 3,000+ followers with **8.27% engagement rate** (Industry average: 1-3%).
- Social media content generated **60% of the customer base** and **increased revenue +132%** in 2 years.
- Led a marketing team for shoots, content strategy, and influencer collaborations.
- Built and designed the company's brand identity, including brand guide, printed & digital collaterals.
- Notable content:
  - Hidden Gem Nails Reels – 800k views, 40k engagement, +2k followers gained.
  - Before vs After Lash Reels Edit – 1M views, +28k engagement, 100 followers gained.
  - Humor Skit Reels – 95k views, 1.3k engagement.

### Clarinet Design

2022 – Present

*Freelance Designer*

- Developed logos and brand guidelines for clients like Dragon Mama, Sisu Studio, Goldman Investama.
- Designed and optimised websites for brands and individuals.
- Created custom illustrations and artworks.

## ADDITIONAL INFORMATION

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- **Languages:** English (Fluent), Bahasa Indonesia (Native)
- **Softwares:** Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Lightroom, Adobe After Effects, Adobe XD, Figma, Squarespace, Capcut, Microsoft Office.
- **Technical Skills:** Art Direction, UI/UX Design, Graphic Design, Illustration, Motion Graphics, Digital Marketing