

CLARISSA NETANIA'S

Portfolio



VISUAL DESIGNER

2025



Hi, Clarissa here!

I'm a visual designer based in Singapore who loves creating designs that tell stories and share meaningful messages. My main focus is on Art Direction and UI/UX Design, but thanks to my experience in a fast-paced events agency and being a business owner, I'm flexible and comfortable working on all sorts of design projects.

I love to game, cook, or paint when I'm not designing. It keeps my brain unwind and stay creative!

Education

- 2019 - 2022 **Nanyang Academy of Fine Arts, Singapore**
Diploma in Graphic Communication
With Distinction, GPA: 3.60/4.00

Experience

- 2022 - present **Flash Concepts, Singapore**
Graphic Designer
Branding & Event Collaterals,
Web Design & Management
- 2022 - present **Citta by CITA, Jakarta**
Founder
Branding & Marketing Collaterals,
Digital Marketing & Strategy

Technical Skills

Creative Fields

- Art Direction
- UI/UX Design
- Digital Marketing
- Visual Design
- Illustration & Motion Design

Softwares

- Ai
- Ps
- Xd
- Fig
- Lr
- Id
- Ae

Languages

- Full Professional English
- Native Bahasa Indonesia

Achievements

- D&AD New Blood Awards, UK
D&AD New Blood Wooden Pencil
2021, Solo Entry
- National Library Board, Singapore
Featured Exhibitor
2022, Your Design Space (YDS) Exhibition
- Nanyang Academy of Fine Arts, Singapore
Best Studentship Award & Dean's List
2022 & AY 2021/2021



Contacts

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01

Citta by CITA

Branding

Digital Marketing

02

Flash Concepts

UI/UX Design

Website Redesign

03

Leakage

Art Direction

Game Concept

04

The Great Digestion Adventure

Art Direction

Events Design

05

Art Direction

Selected Works

06

Visual Design

Selected Works

Branding

Digital Marketing

Citta by CITA



About the Project

Citta by CITA is a self-owned nail and lash boutique in West Jakarta, catering to young professionals and students with a focus on affordable, high-quality services.

Balancing elegance and approachability, the brand features versatile typography and a fresh colour palette, with accents highlighting specific services like nails, lashes, and press-ons.

[VISIT PROFILE ↗](#)



Time: 2022 - Present

Role: Founder & Digital Marketer

Location: Jakarta

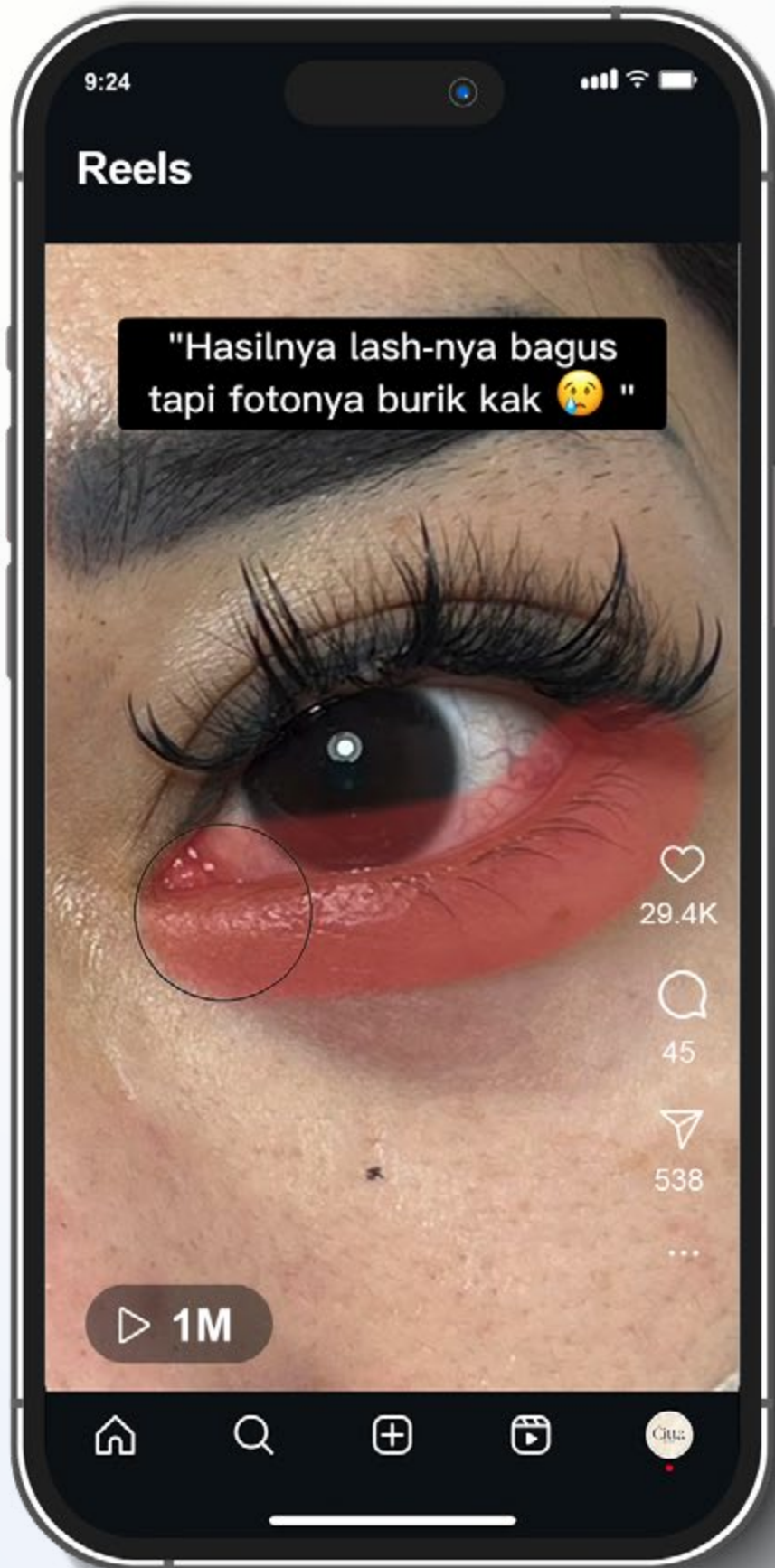


Reels & Short Videos

Our primary way of growth and reach. With the right hooks and nice visuals, our content is now more relatable and valuable with clearer CTAs.

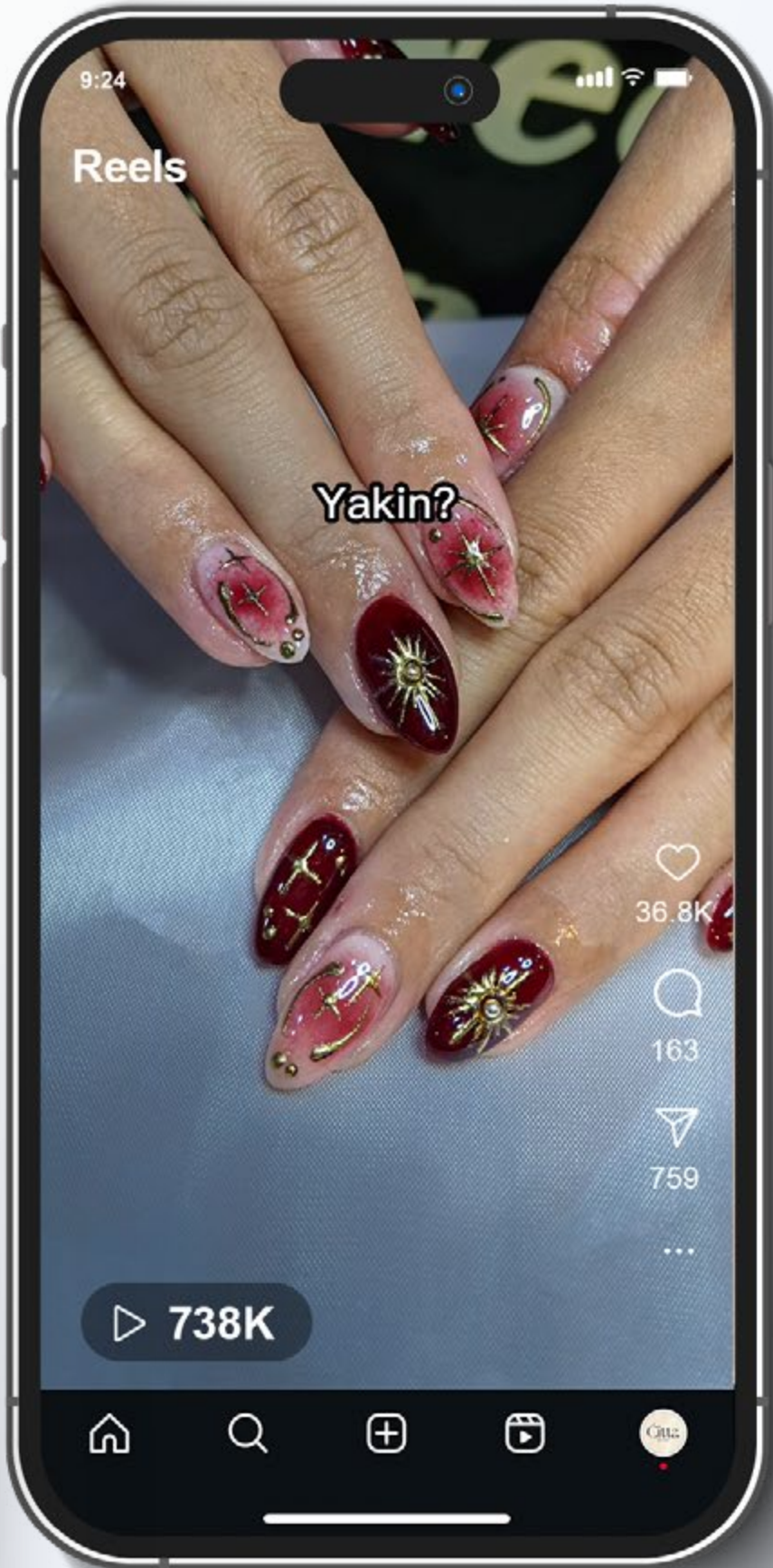
All engagement rates are organic with no ads.

2.4%
Engagement Rate



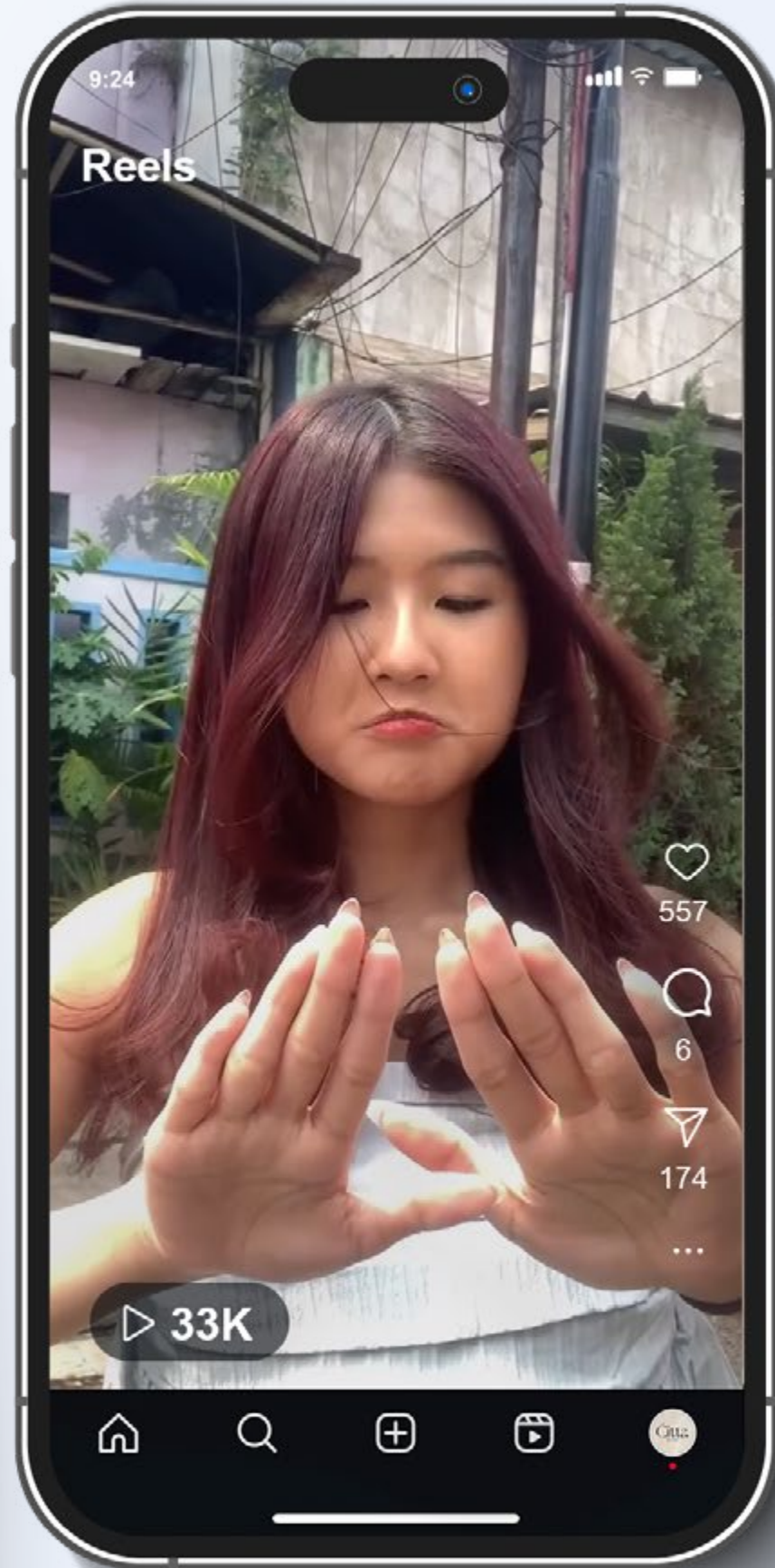
Edits

5.4%
Engagement Rate



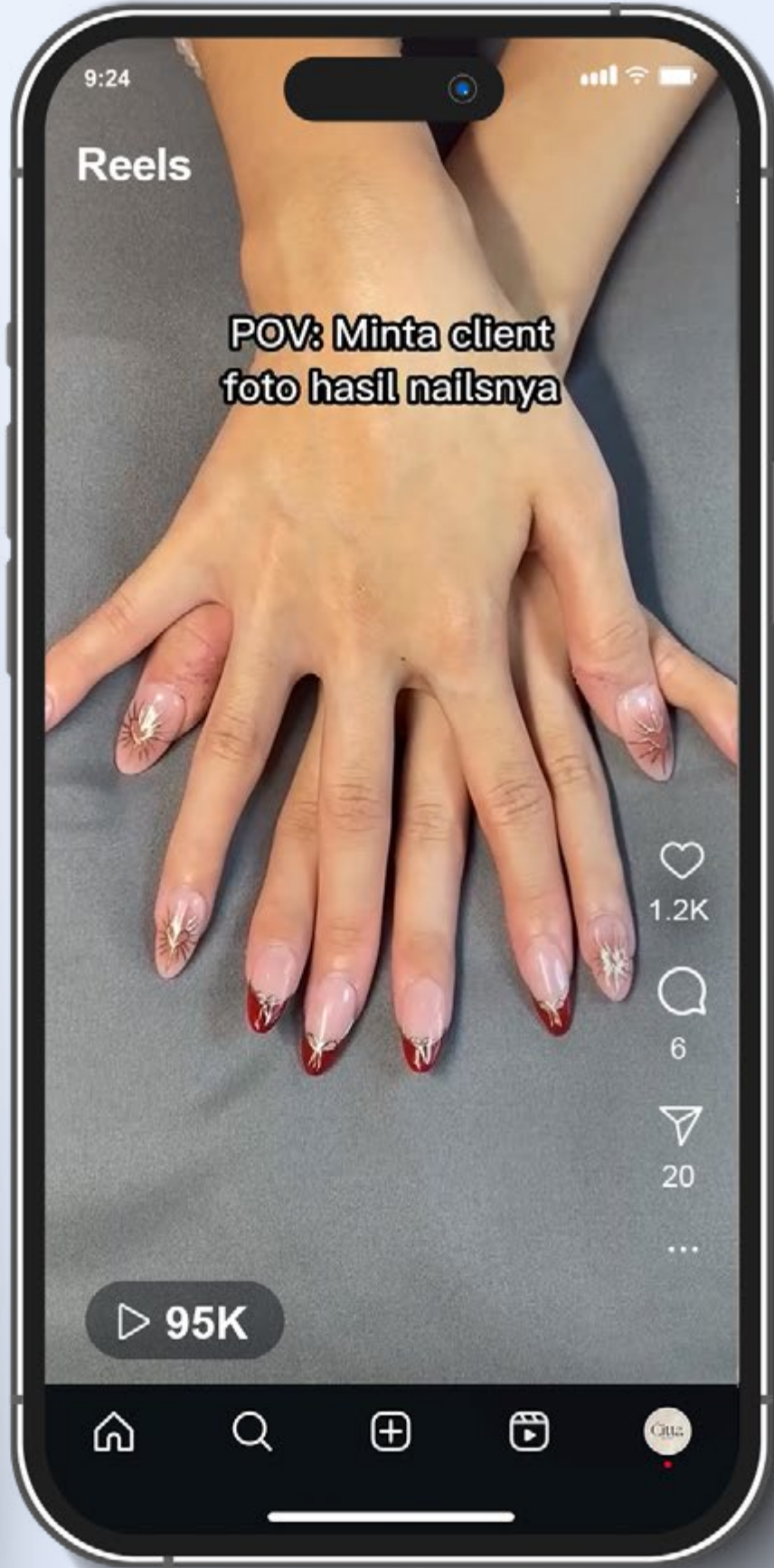
Product Showreel

2.9%
Engagement Rate

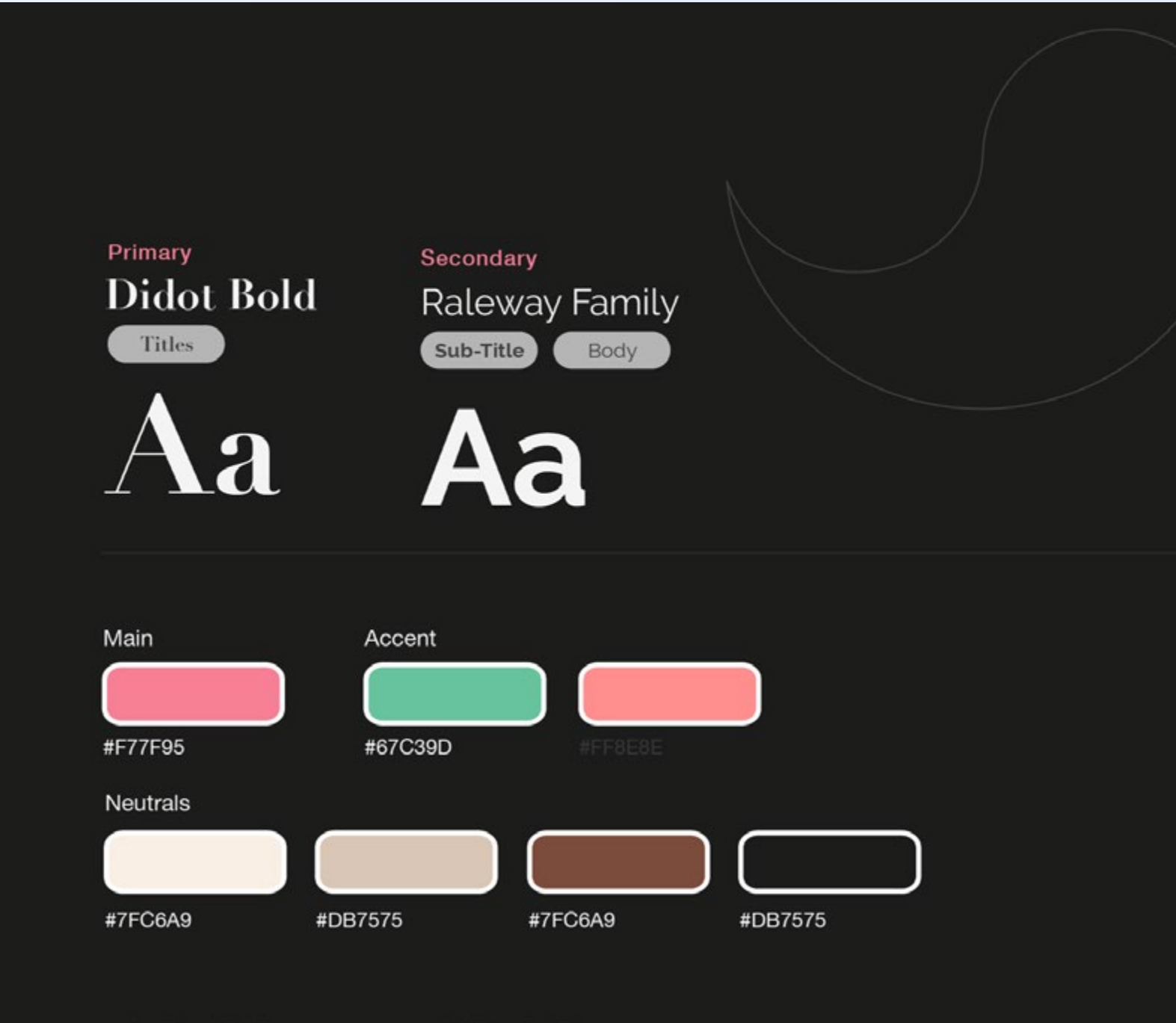


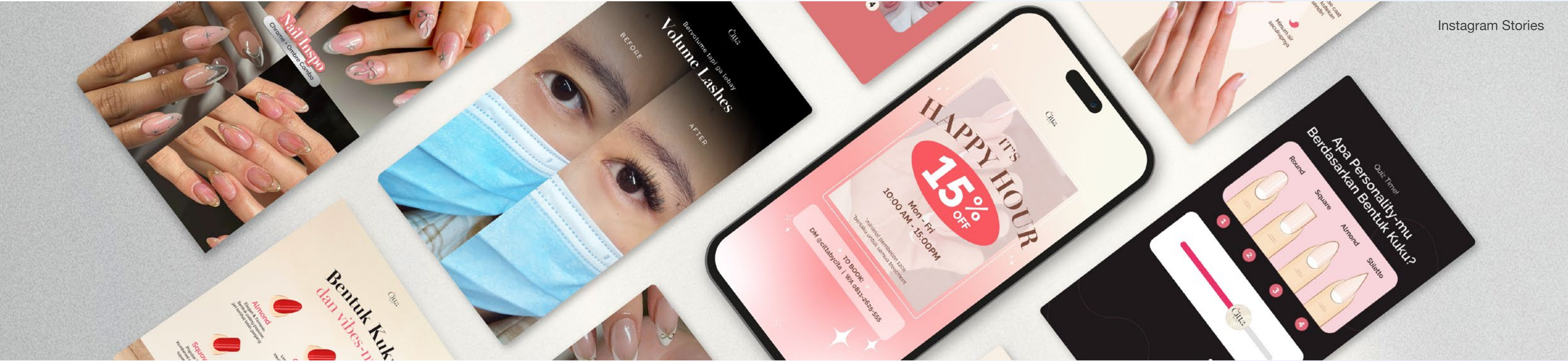
Skits

1.4%
Engagement Rate

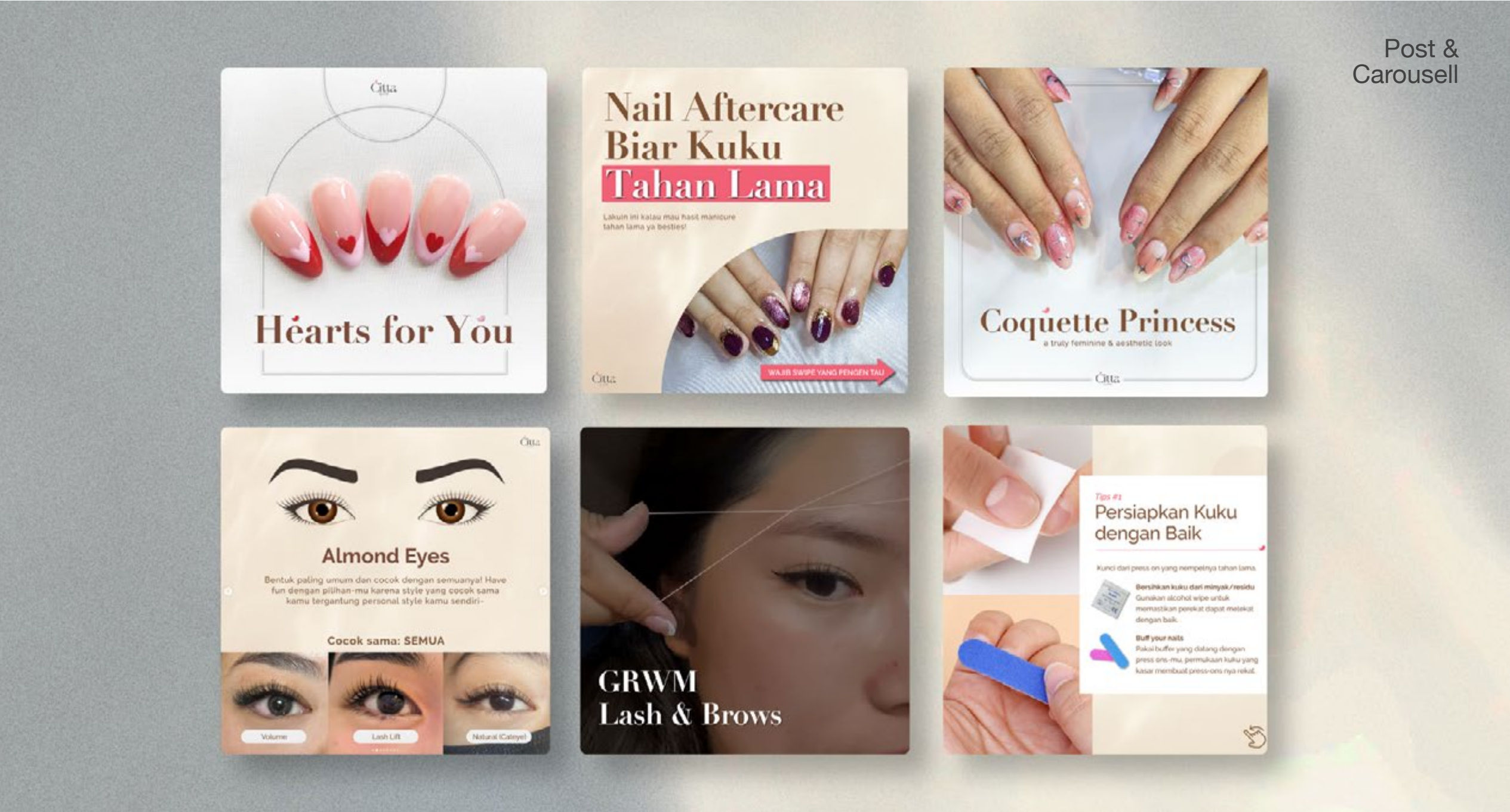


Humour





Instagram Stories



Post & Carousell



Print Design

Results

TOTAL SALES

Achieved a steady

124% sales
increase

Jul 23 vs Jul 24

ENGAGEMENT

Achieved

9.4% engagement
rate

Without ads

Avg. of Mar-Aug 24

GROWTH

From 500 to

3020 organic
followers

Aug 23 vs Aug 24

MONTHLY REACH

From 33k (with ads) to

65k accounts
reached

Without ads

avg. of Jun-Aug 23 vs Avg. of Jun-Aug 24

UI/UX Design

Website Redesign

Flash Concepts



About the Project

Flash Concepts is a Singapore-based events company specialising in event management, with additional services in marketing, logistics, and video production.

The owner decided that their previous website (hosted on Wix) was outdated and failed to showcase their portfolio effectively, prompting a redesign and a host move.

VISIT PROJECT ↗



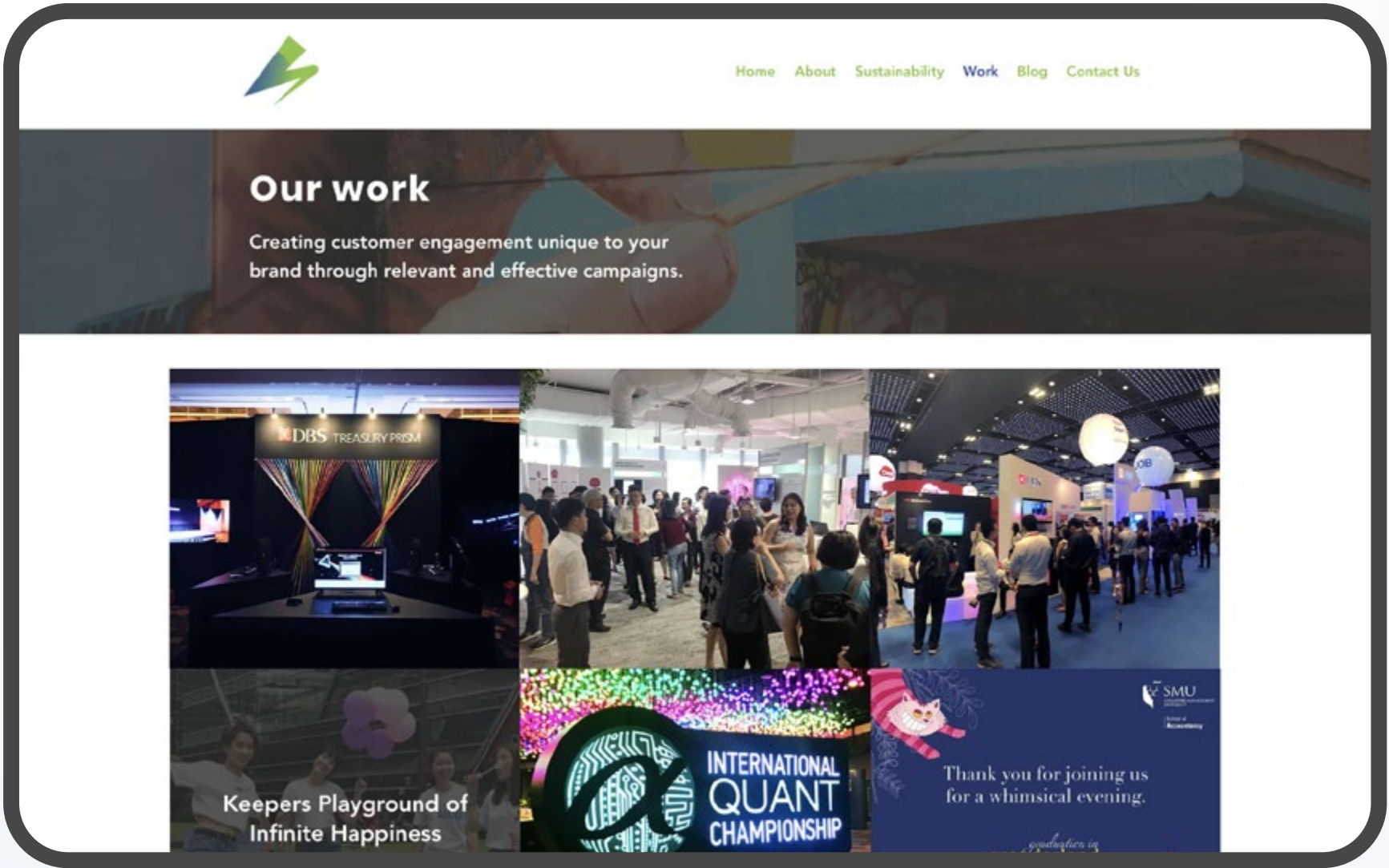
Time: 2022 - Present

Role: Designer & Web Manager

Location: Singapore




Before




[Visit previous website](#)

After





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BE BOLD.


OR DON'T BOTHER AT ALL

We believe in working outside the confines of 'normal'.


[CONTACT US](#)

Our Services


NO TWO EVENTS ARE THE SAME




Event Logistics
We ensure a seamless experience, from transportation, setup, on-site support and many more.



Event Marketing
We boost your event's reach, impact, engagement, and brand visibility to ensure a memorable experience.




Video Production
Bring your vision to life. We handle everything from concept to final edit.



Corporate Gifting
We offer personalised, high quality gifts that leave a lasting impression with our sister company, Giftrite.

[LEARN MORE](#)



FLASH HIGHLIGHTS

Our Highlights

WATCH WHAT WE CAN DO

From hybrid corporate events to large-scale consumer events. Watch our event highlights and see the magic unfold.


Featured Projects

OUR BEST WORKS


Explore our best works with each project showcasing our creativity and dedication to deliver excellence to each client.

Get inspired by what we can achieve together.


[OUR WORK](#)




DBS Disrupt Series 2023 - The Future of Sustainability




The Great Disruption Adventure 2023




DBS Service Recognition Awards 2022



Laneige NEO Cushion Event



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WE MAKE YOUR BRAND LOOK GOOD

We're not just an event company. We're a team of strategists, content creators, and designers who want to help you develop relevant and effective campaigns that are unique to your brand.

PASSIONATELY CREATIVE

METHODOLOGY

01

We don't wait for the perfect solution. Instead, we tackle the problem head-on from every angle.

02

With your target audience in mind, we design workable solutions and action plans specific to your brand.

03

Idea. Lower barriers and raise interestingly. That's what we aim to achieve.

Context: We don't believe in throwing spaghetti at the wall and hoping that something sticks. Our campaigns are relevant and audience-centric.

Personalism: It's not just about getting a message out. It's making sure that message resonates with the audience.

A TEAM OF GRITTY & EXPERIENCED EXPERTS


OUR PEOPLE

We believe that creative people are the heartbeat of our business. They're passionate people who bring a wealth of experience and grit to the table. That's the reason we're here, to help you create unforgettable experiences for your customers.


INTERESTED TO JOIN US?

We take great care to create meaningful careers and a workplace where passion is valued and performance is rewarded.


[VIEW CAREERS](#)




WINNER OF



PROUD MEMBER OF



SACE&S




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Service Recognition

CREATE WITH US

At Flash Concepts, we're not bound by traditions but driven by creativity and innovation. We don't just plan events; we create memories.

[JOIN US](#)

WHY FLASH CONCEPTS?

01

Unleash Your Imagination
We believe in the power of thinking outside the box. As a member of our team, you'll have the freedom to push the boundaries of creativity, experiment with new ideas, and bring your wildest concepts to life.

02

Diverse Opportunities
Whether you're into event planning, design, marketing, or logistics, there's a place for your unique skills and talents at Flash Concepts. We nurture individual growth and provide opportunities for you to shine.

03

Endless Possibilities
With a diverse portfolio spanning from corporate parties to consumer roadshows and innovative brand activations, you'll have the chance to work on a wide range of projects that will challenge and inspire you.

04

Culture of Continuous Learning
We foster a safe environment where trying new things isn't just allowed - it's encouraged. We believe in learning by doing, and that means taking calculated risks and learning from both successes and setbacks.

Open Positions

3D/Spatial Designer (Full-time/Freelance/Internship)

▼

Graphic Designer (Freelance/Internship)

▼

Motion Graphics Artist / Video Editor (Full-time/Freelance/Internship)

▼

Project Executive (Freelance/Internship)

▼

Open Call Freelance Network

Have a unique service or product you think can be brought to life at our events?

[COLLABORATE](#)

TALENTS

• Artists

• Designers

• Performers

• Copywriters


• Performers

• Movers


• Builders

• Accountants


• Event Technology




WINNER OF



PROUD MEMBER OF



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Say Hello.

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talent@flashconcepts.com.sg

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Name (required)

First Name

Last Name

Email (required)

Message (required)

[SUBMIT](#)



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ENERGIZING YOUR BRAND



Events Marketing

A great event starts with a great marketing. A great marketing starts with a great design. That's where we come in.

• Brand Activation

• Experiential Marketing

• Design Consultation

• Content Strategy

• Consultation Services

• Branding & Graphic Design

• Website Design

• Spatial Design

• Copywriting



Events Logistics

An event is only as great as the coordination behind it. We realize your vision with reliable hands and meticulous execution.

• Event Management

• Venue Management

• Event Tech

• Venue Sourcing

• Logistics Planning

• Build-up Production

• Warehousing



Video Production

As the saying goes, a picture (or a video) speaks a thousand words. Tell us your story and let us do the rest for you.

• Video Production

• Video Editing

• Live Streaming

• Webinar Planning

• Photography

• Animation Video



Corporate Gifting

There is no greater expression of gratitude than the reward of the right gift. Upgrade your brand or campaign touch points with a (fancy) takeaway.

GIFTRITE

who specializes in custom gifts and event swag!



WINNER OF



PROUD MEMBER OF



SACE&S

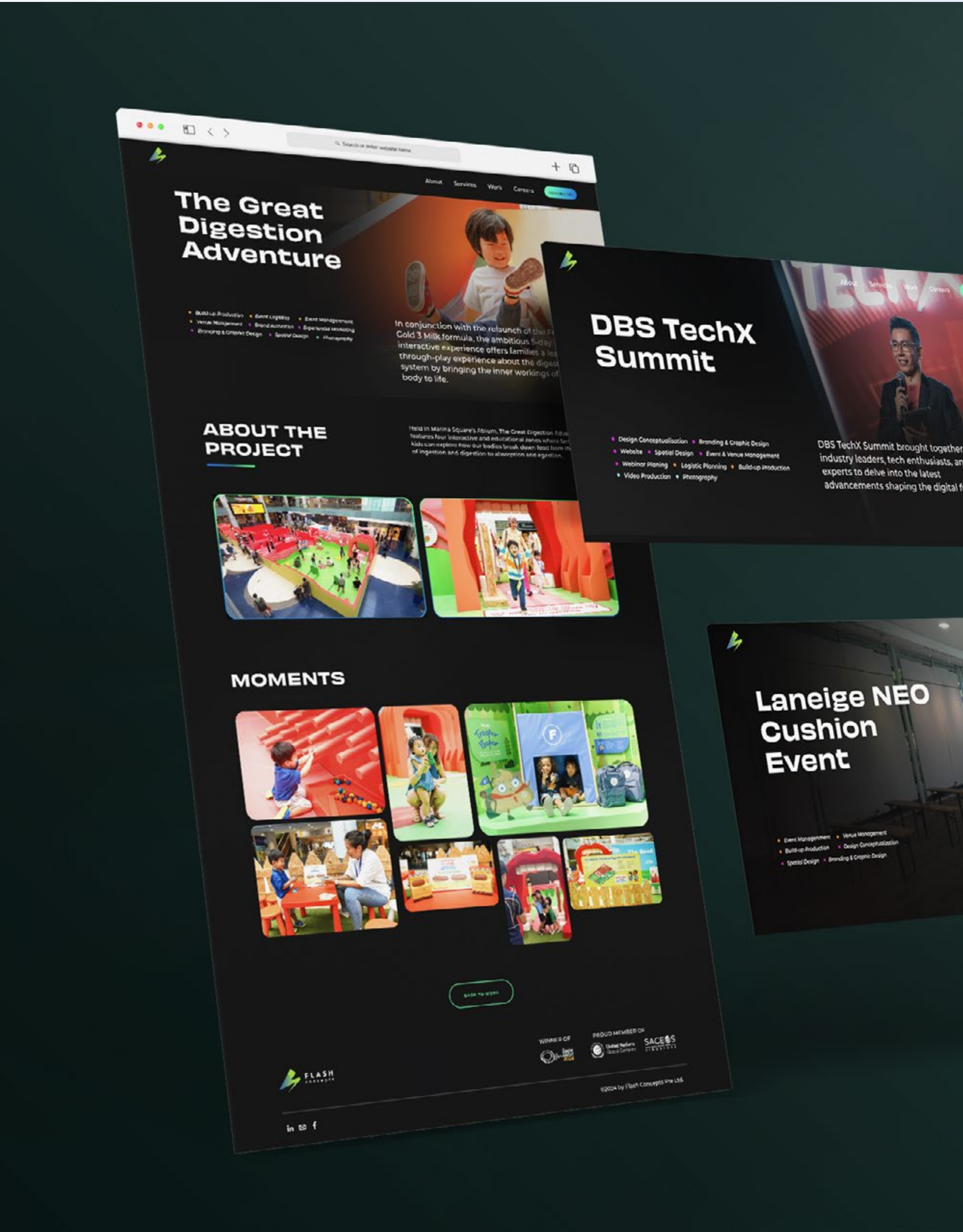


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Results

SITE TRAFFIC

Achieved a

87% Increase in
site visits

Mar 22-23 vs Mar 23-24

SITE REACH

From 1,569 to

3.3k unique
visitors

Mar 22-23 vs Mar 23-24

CONVERSION

From 3 to

19 contact forms
submitted

Mar 22-23 vs Mar 23-24



Art Direction

Game Concept

UI/UX Design

Leakage



About the Project

Leakage is a platform adventure game, telling an empowering story of living with depression through Leah, a character born into a vibrantly coloured world, yet possessing a sombre, uncooperative power.

Set in a fantasy realm, Leakage offers a new perspective on depression. Presenting it not as a curse, but as a complex force that, when acknowledged, can become it's own power.

[VISIT WINNING PROJECT ↗](#)

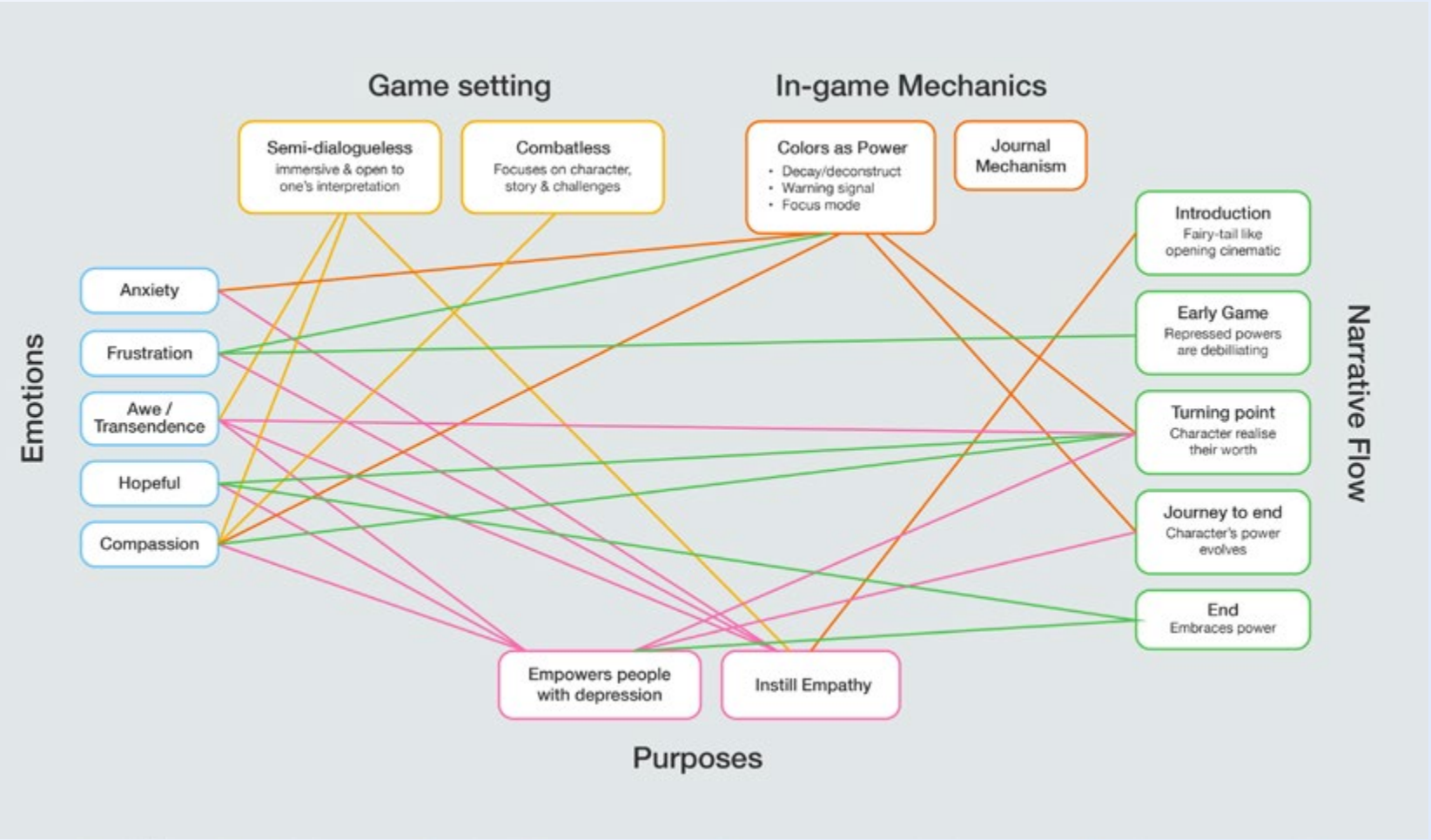


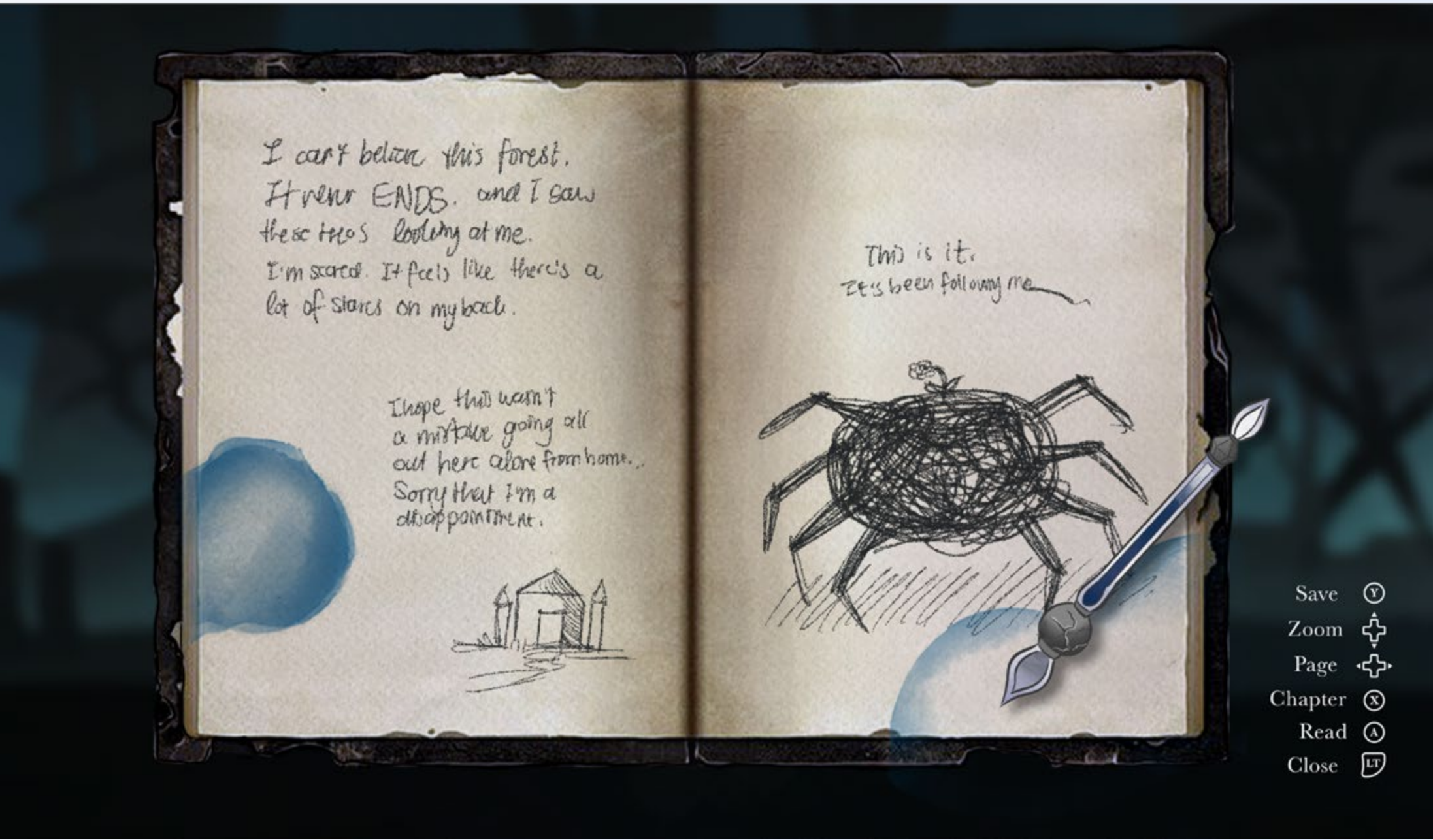
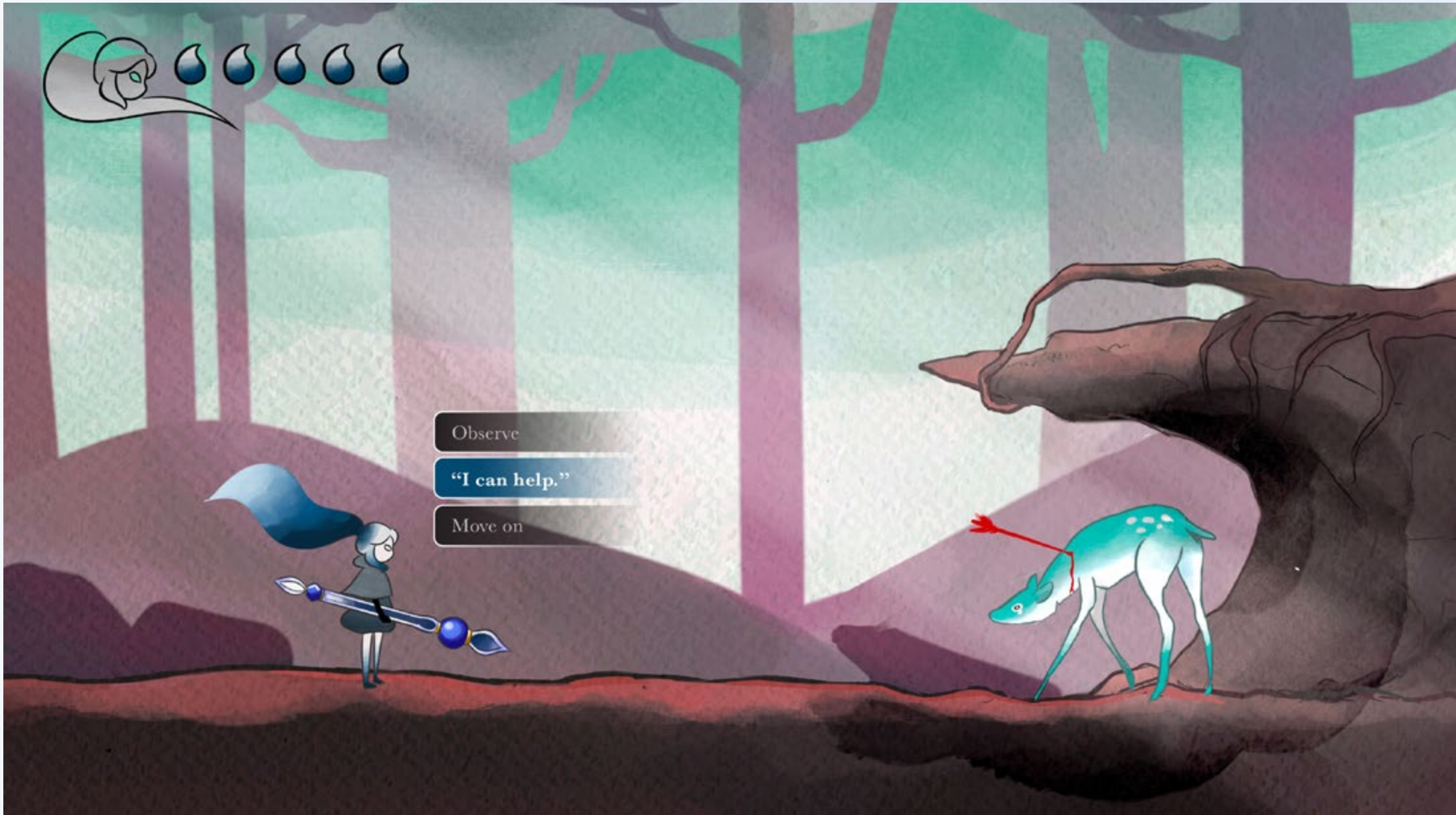
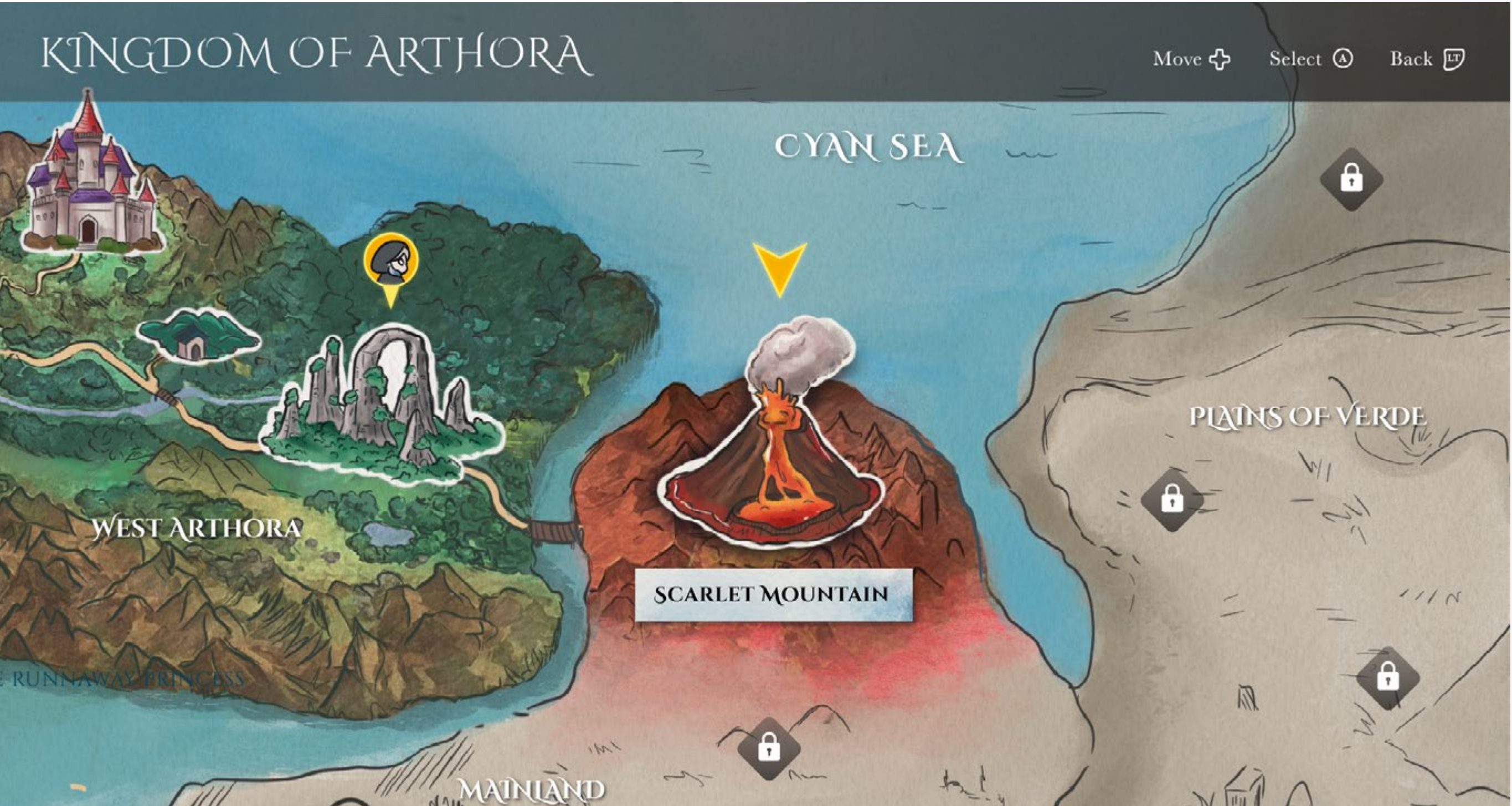
Time: 2021

Role: Solo Competitor

Location: Singapore, UK







Art Direction

Events Design

The Great Digestion Adventure



About the Project

The Great Digestion Adventure is a 5-day pop-up event by Friso, marked the relaunch of their new formula focused on children’s digestive health.

We transformed the digestive system into a life-sized, learn-through-play experience for families.

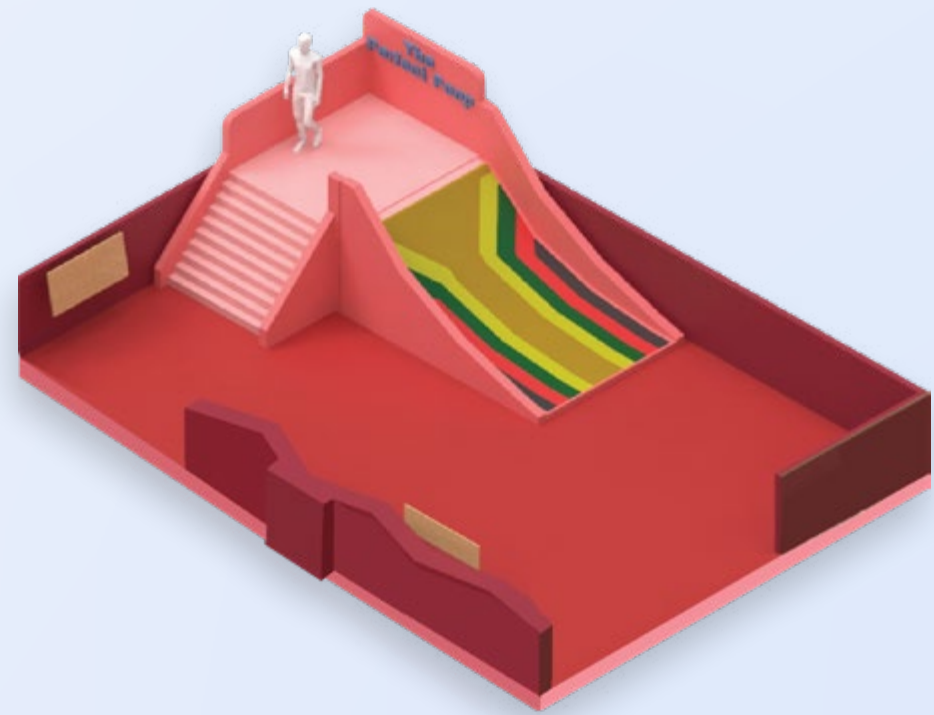
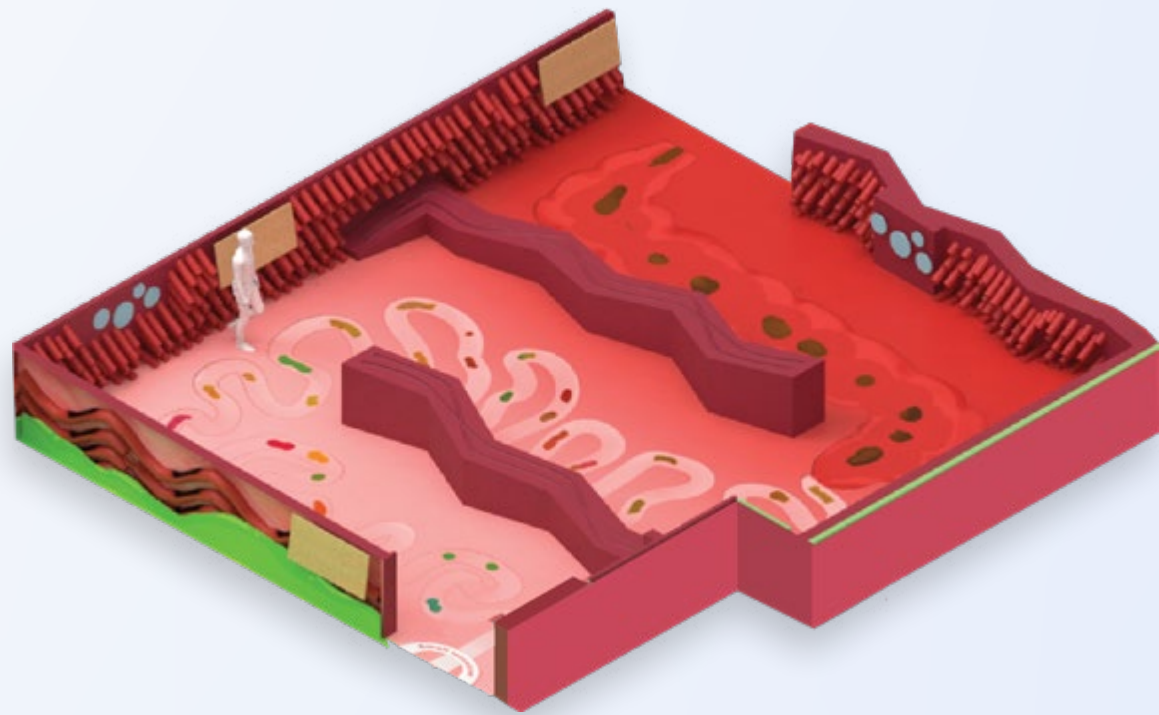
HIGHLIGHT VIDEO ↗



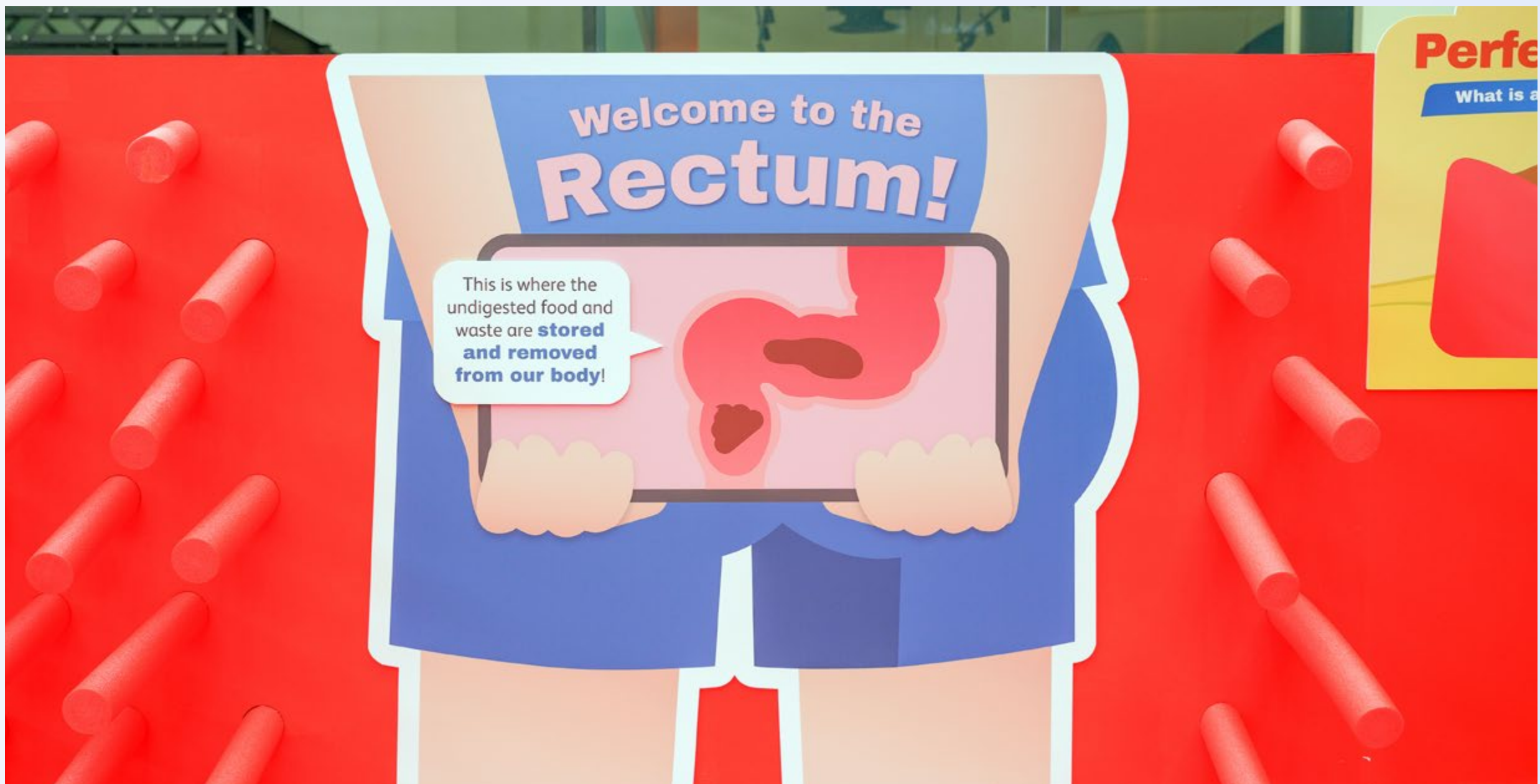
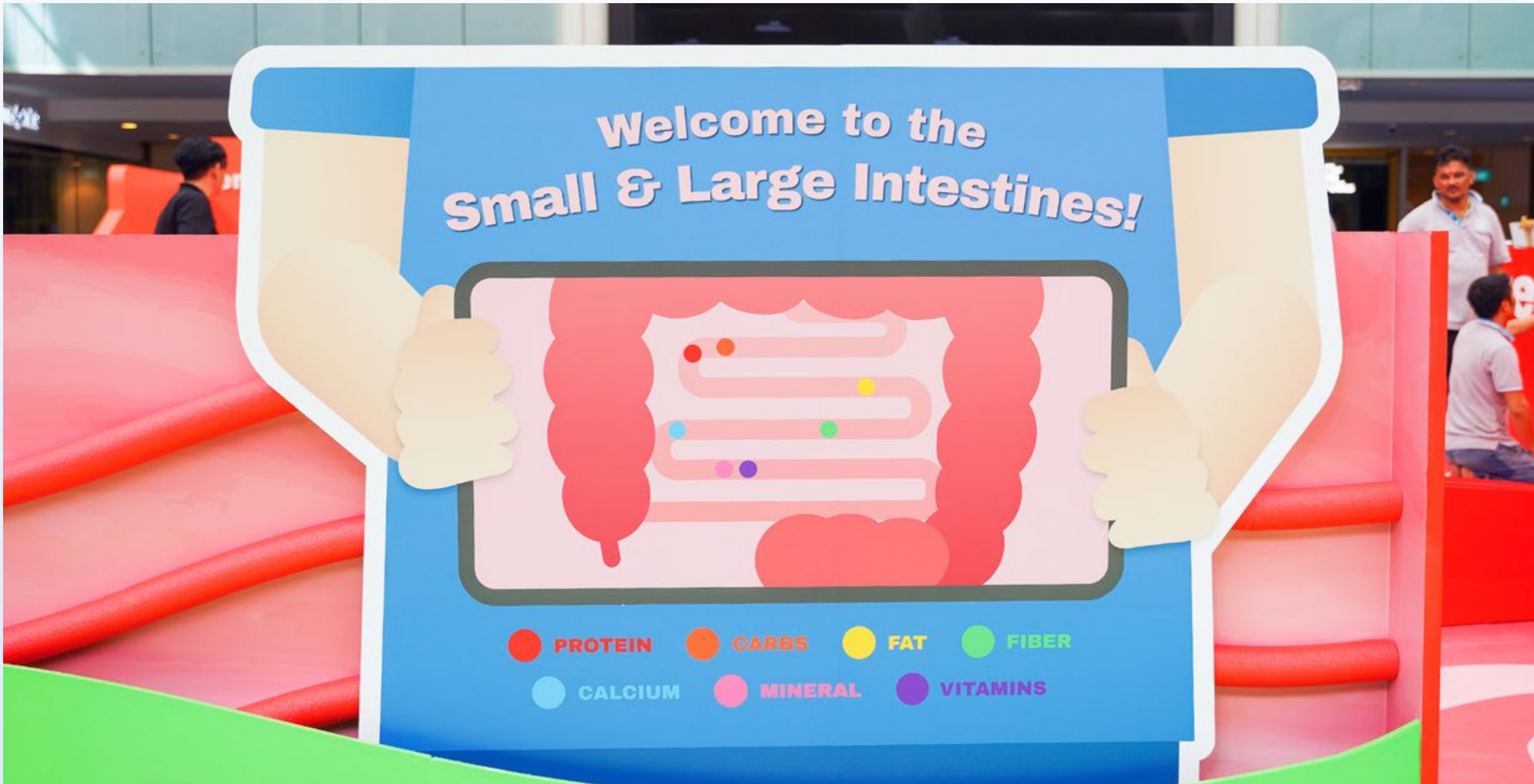
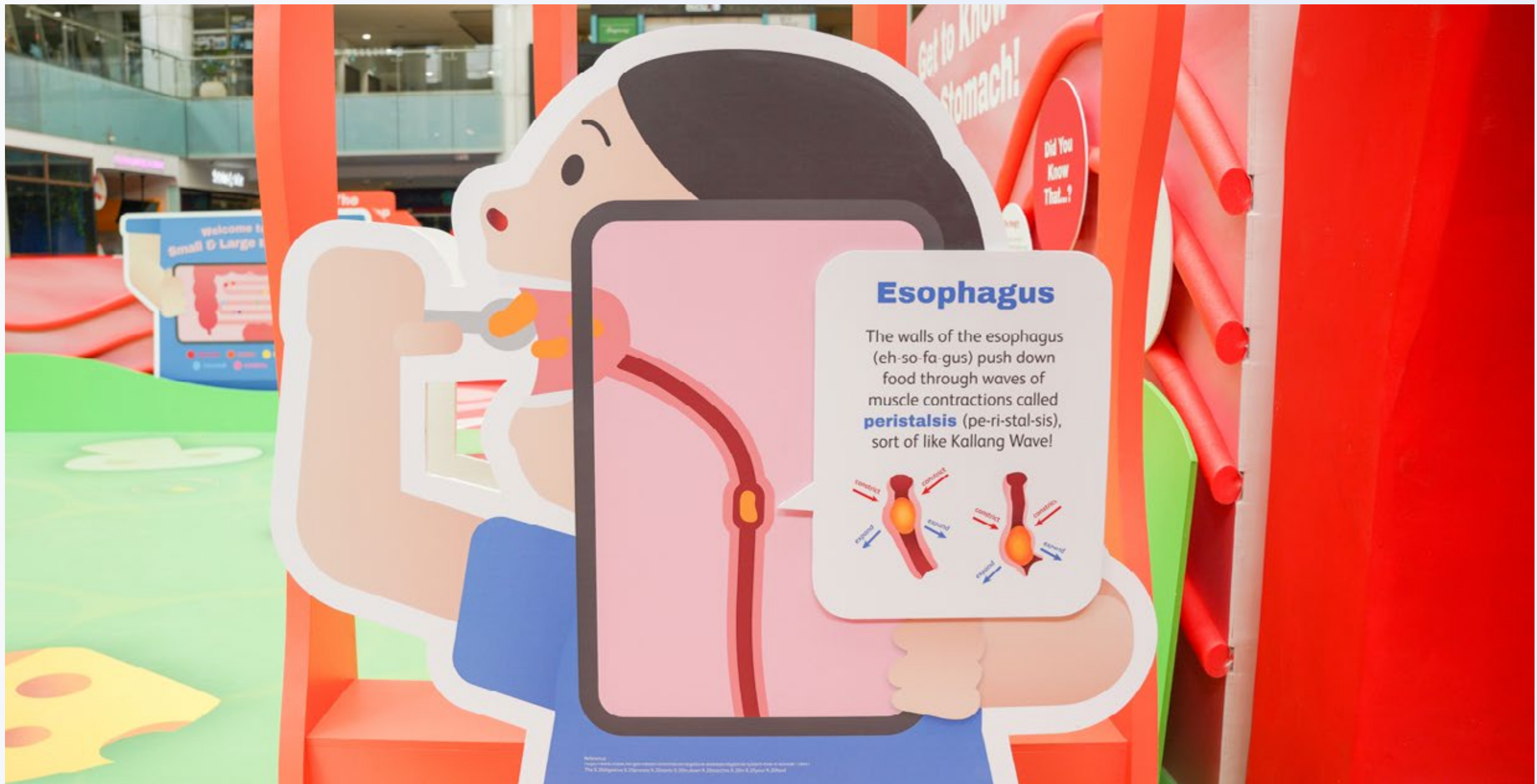
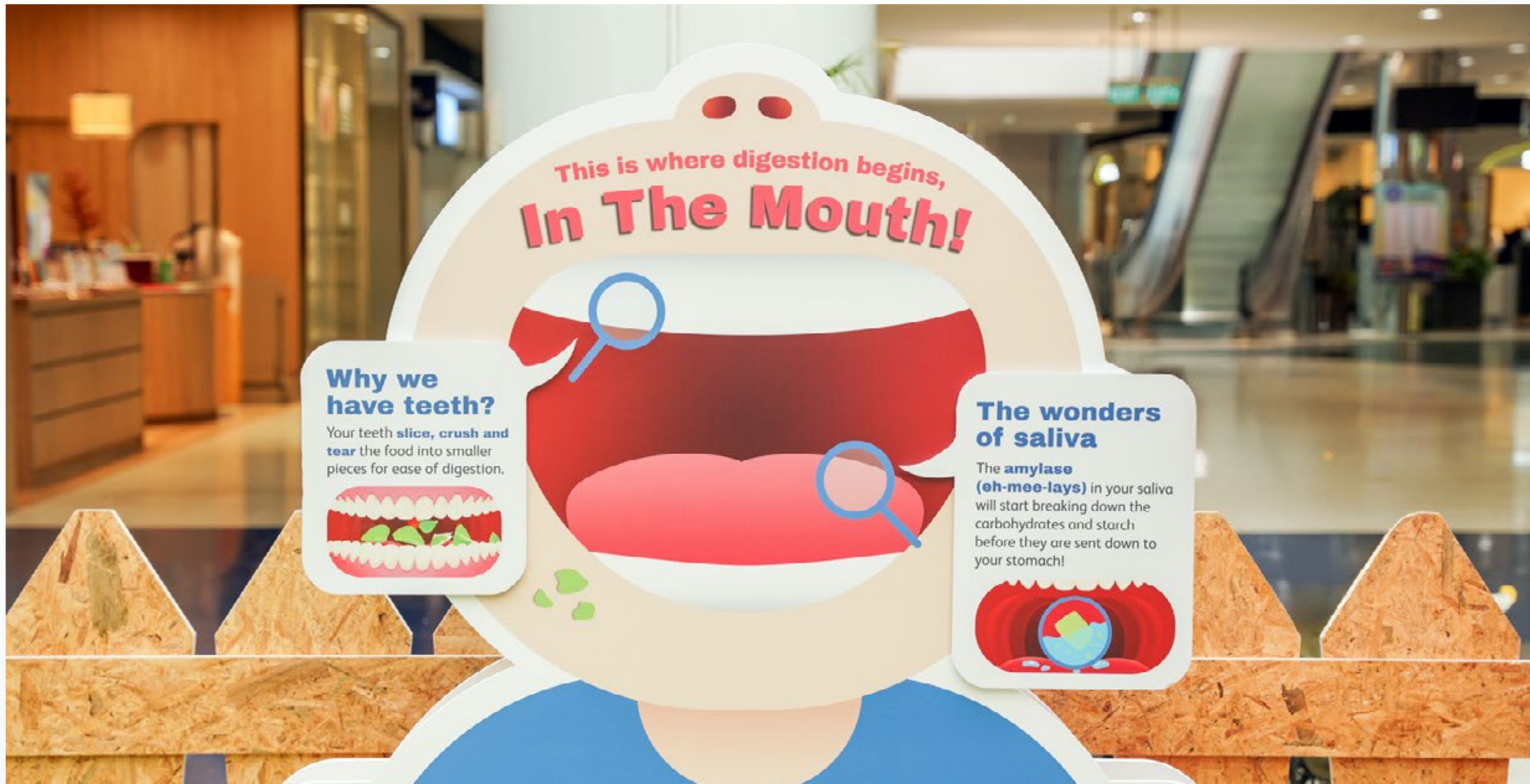
Time: 2023
Role: Lead Designer
Location: Singapore



Colourful, simple illustrations were used across graphic and spatial elements with Friso's original blue color incorporated. Four interactive zones with vibrant visuals and hands-on activities effectively conveyed the digestive process.









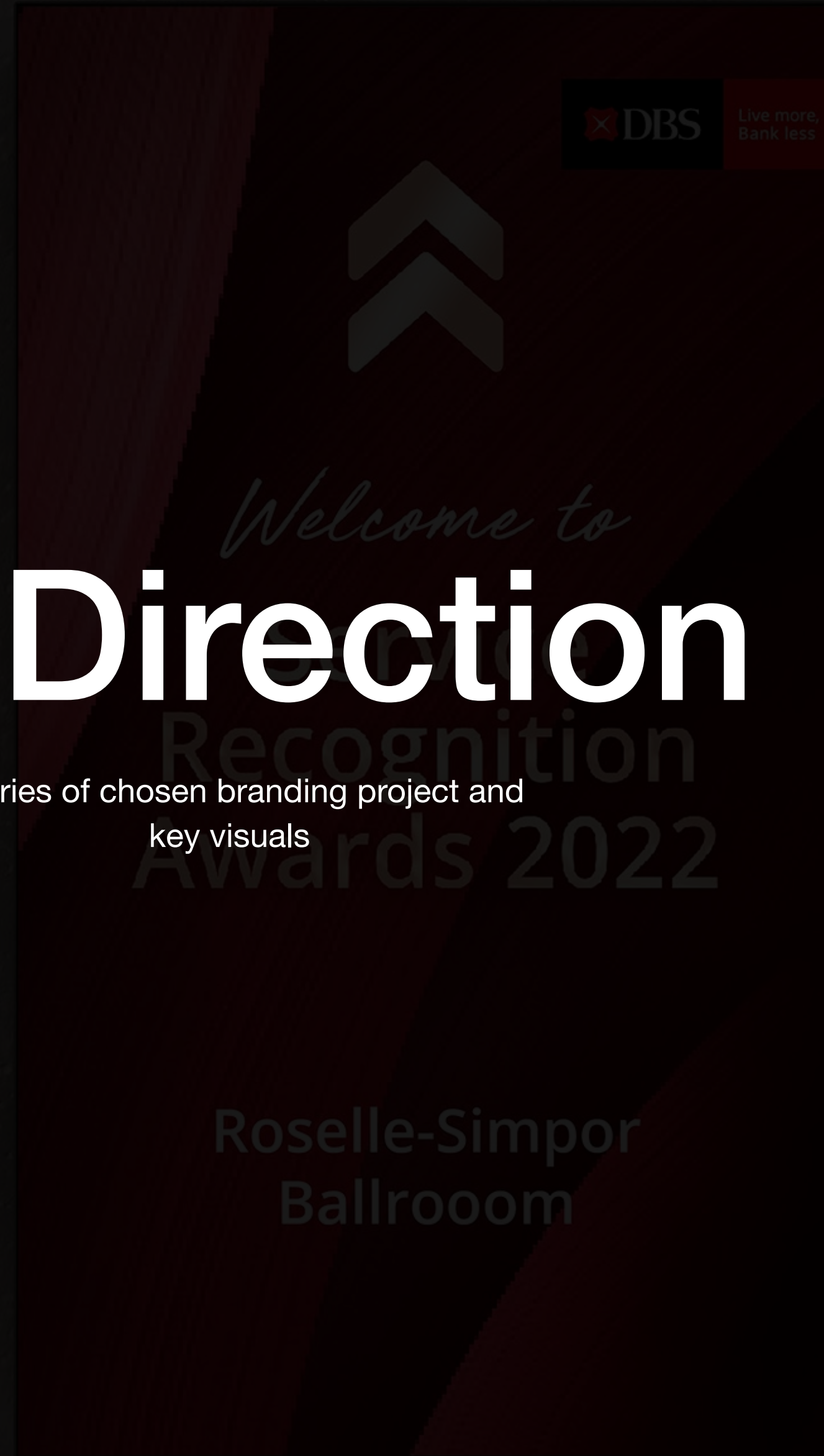
Floor Design

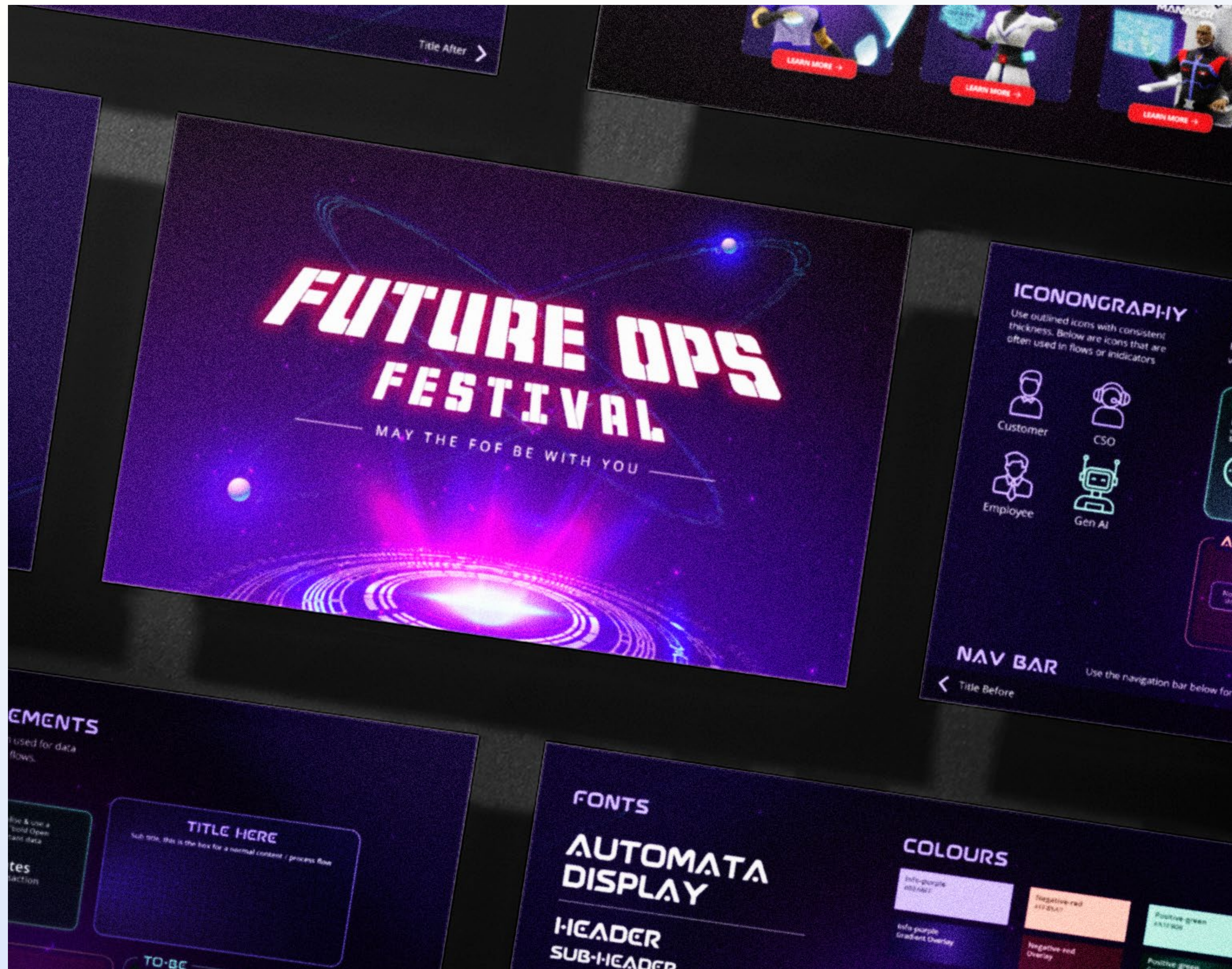


Floor Directory

Art Direction

A series of chosen branding project and
key visuals





EVENT KV & COLLATERAL DESIGN

DBS Future Ops Festival

Led the design for a 3-year recurring event series with a futuristic, space-digital theme. Developed a cohesive visual system across character design, AR experiences, touchscreen UI, and both digital and printed infographics.

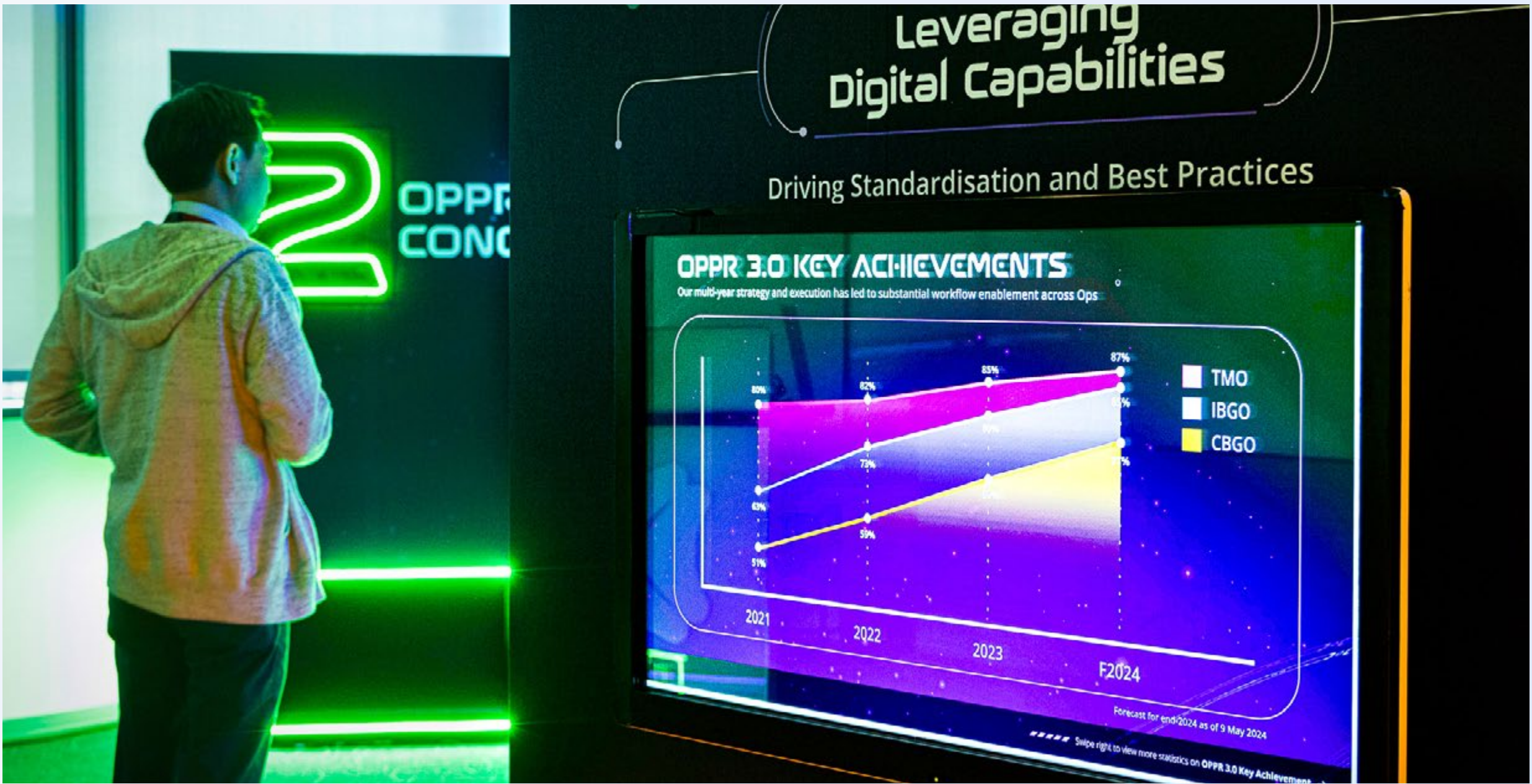
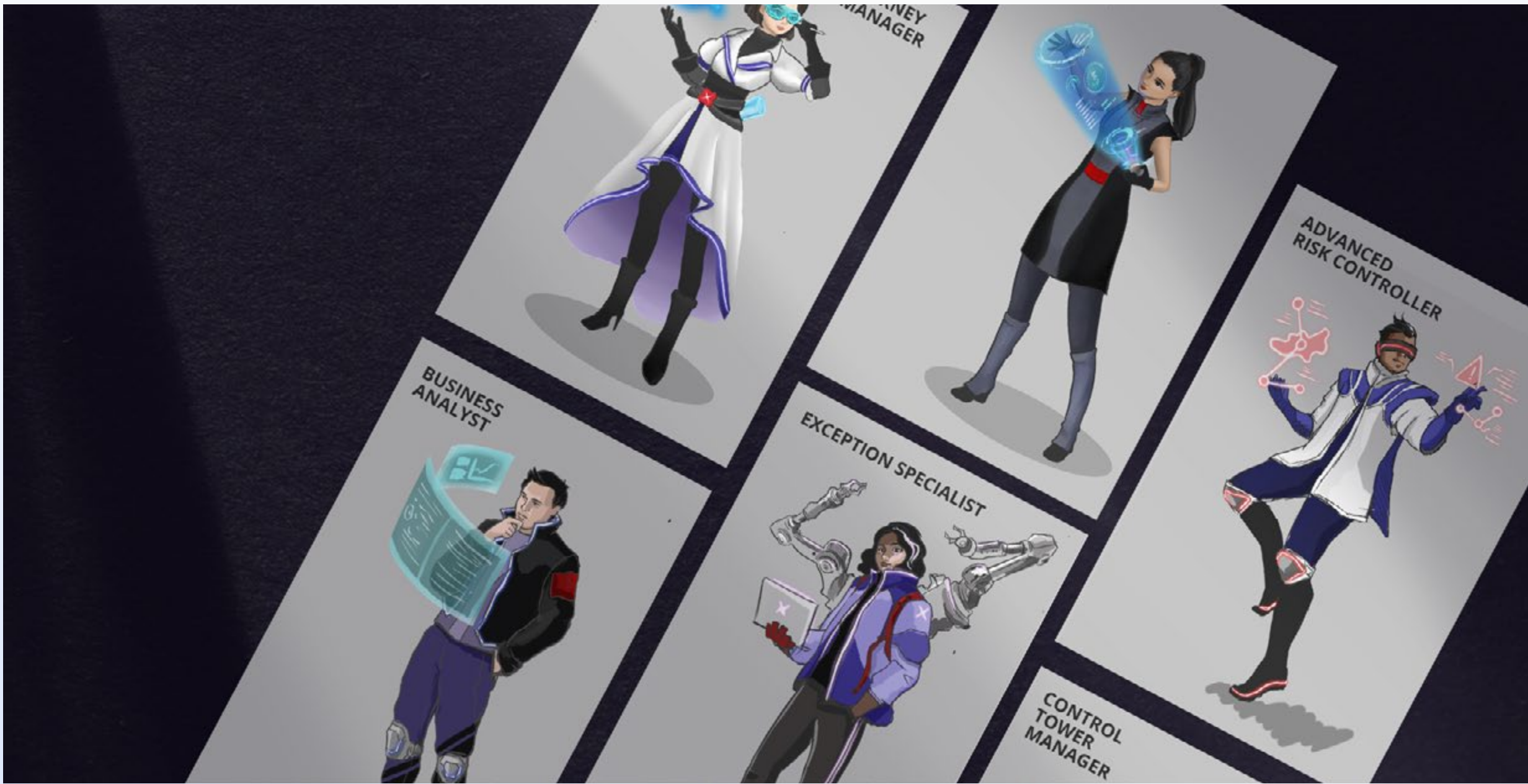
The well-received key visual played a role in securing repeat collaborations, contributing to significant revenue with minimal production costs.



Time: 2022 - 2024

Role: Lead Designer

Location: Singapore, TW, India, HK





BRANDING

Dragon Mama

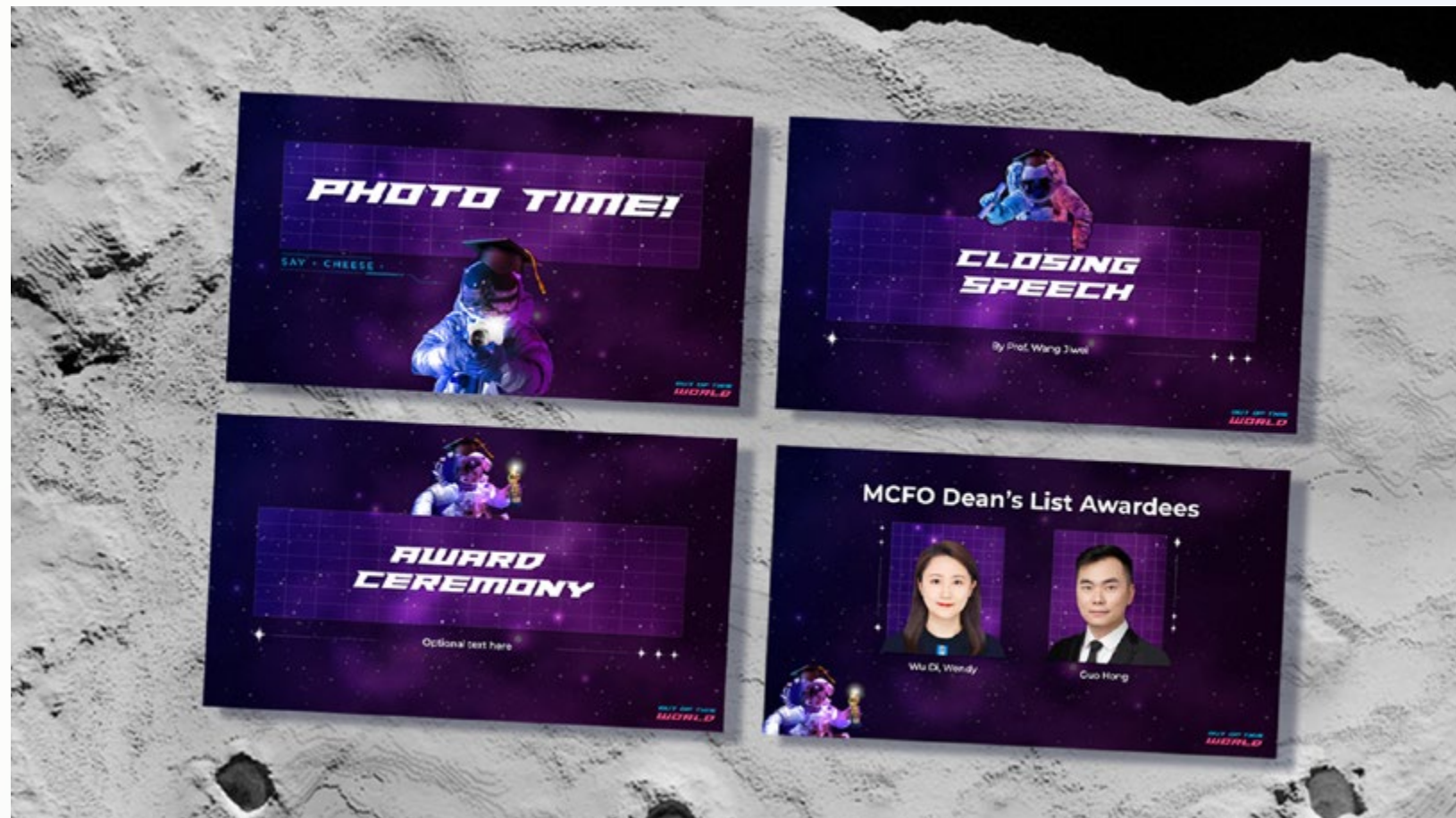
A freelance branding project for a newly launched home baker, inspired by the client’s twin “Dragon” babies. The result was warm, family-friendly branding featuring a charming and meaningful logo, complete with brand guidelines to ensure consistency.



Time: 2024

Role: Designer

Location: Singapore



EVENT KEY VISUAL

SMU SOA PG Graduation Party

The theme “Out of the World,” inspired a bold space-themed Key Visual celebrating the graduate’s excitement and the start of a new career journey. Cosmic imagery and futuristic typography set the tone, translating this vision into collaterals and DIY table decor that guests loved so much they took it all home, no waste!



Time: 2023

Role: Lead Designer

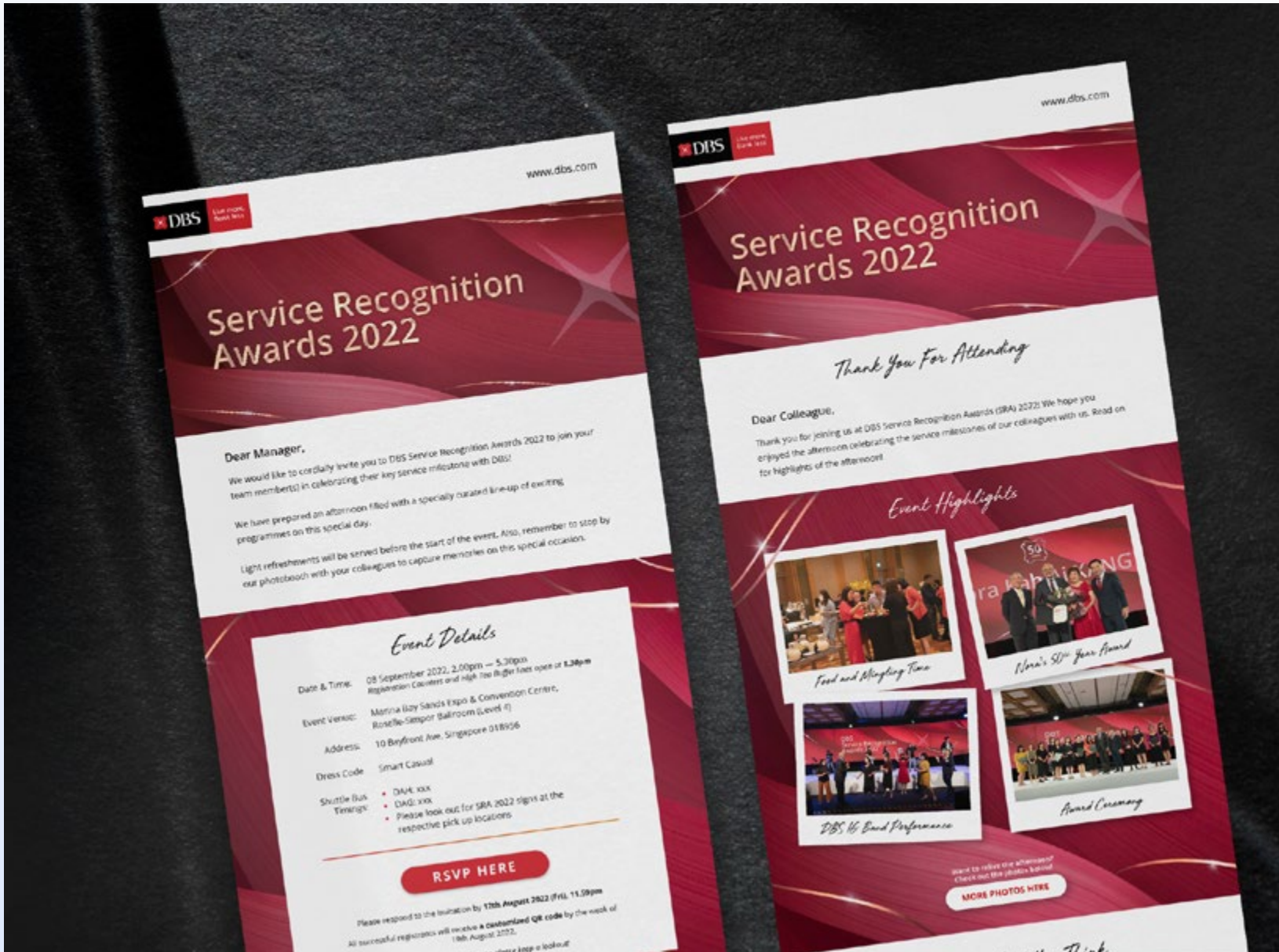
Location: Singapore



EVENT KEY VISUAL

DBS Service Recognition Award

For a more luxurious award night vibe, the design embraced a rich, velvety look paired with subtle golden lines to add a touch of elegance. Their brand elements were also incorporated, keeping it both stylish and cohesive.



Time: 2022

Role: Lead Designer

Location: Singapore

Visual Design

A series of chosen design collaterals

BUSINESS
ANALYST

EXCEPTION SPECIALIST

ADVANCED
RISK CONTROLLER

CONTROL
TOWER
MANAGER

WEBSITE DESIGN

Goldman Capita Investama

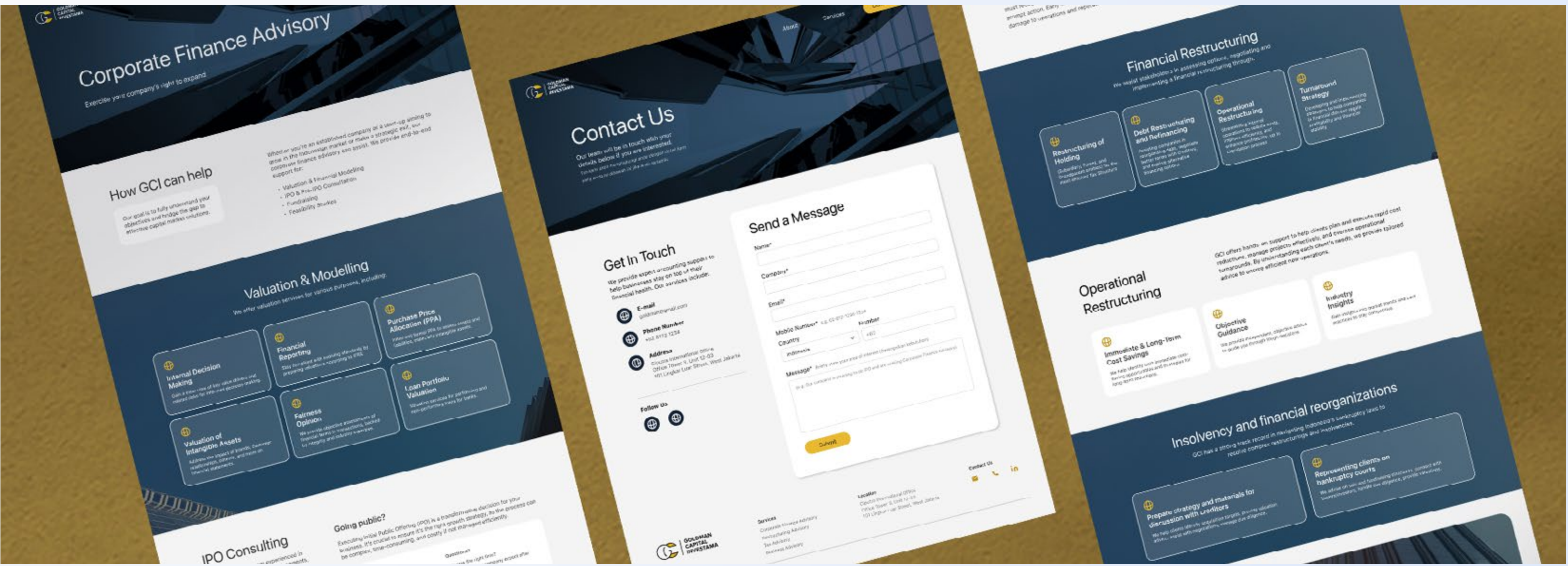
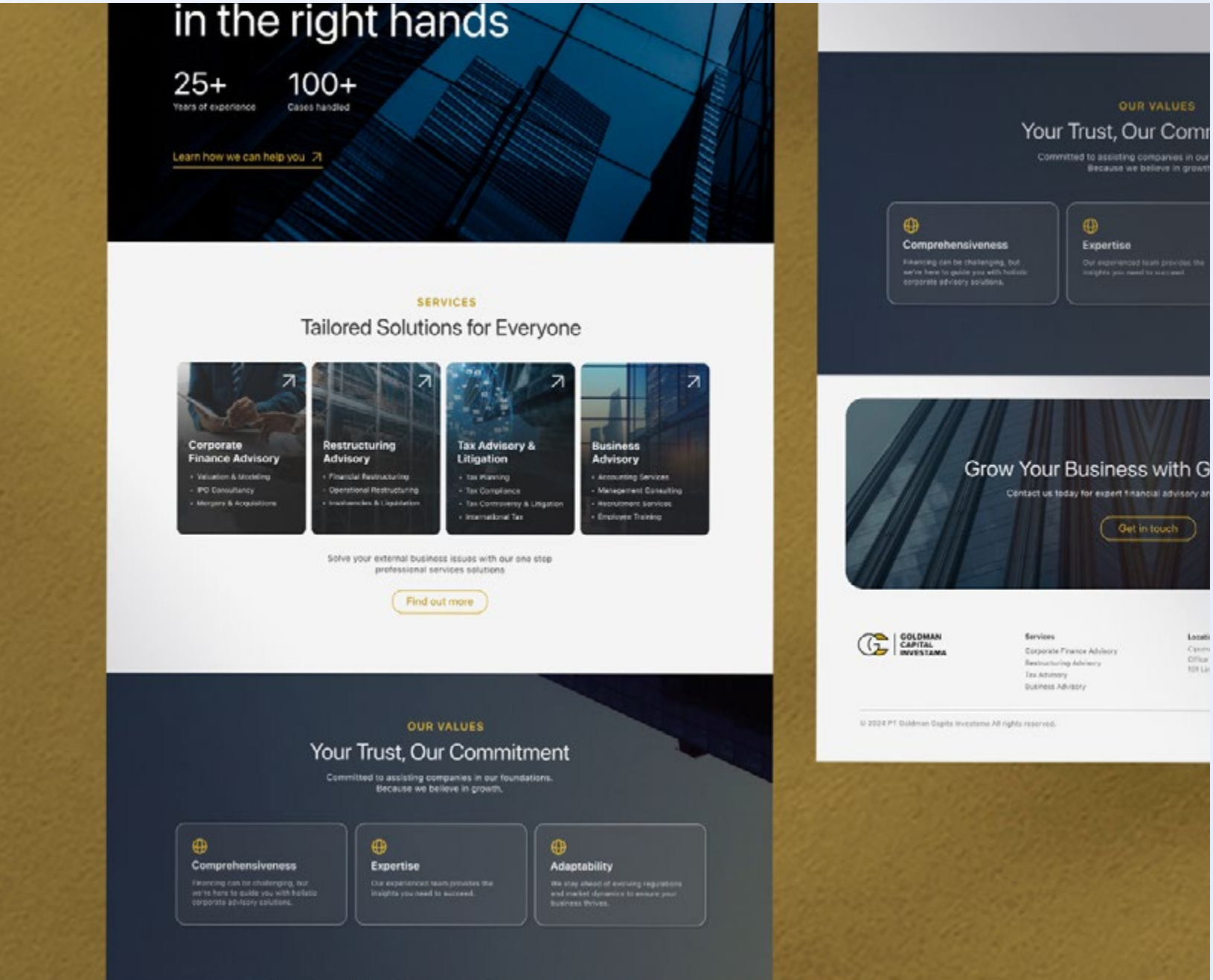
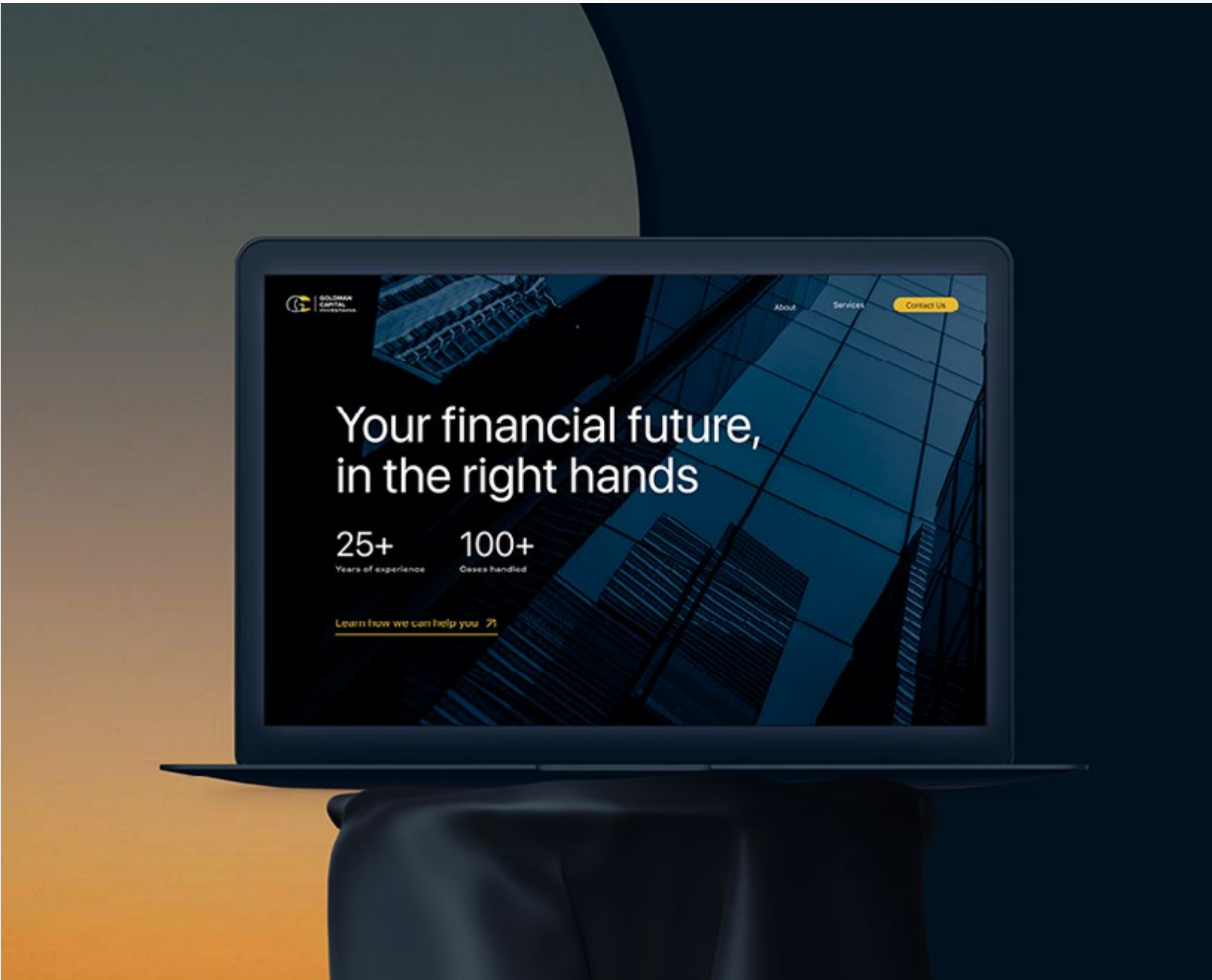
A website design for a private finance firm, they wanted a more sleek and professional look while keeping it simple. The website's purpose is to inform their services and establish credibility.



Time: 2024

Role: Website Designer

Location: Singapore

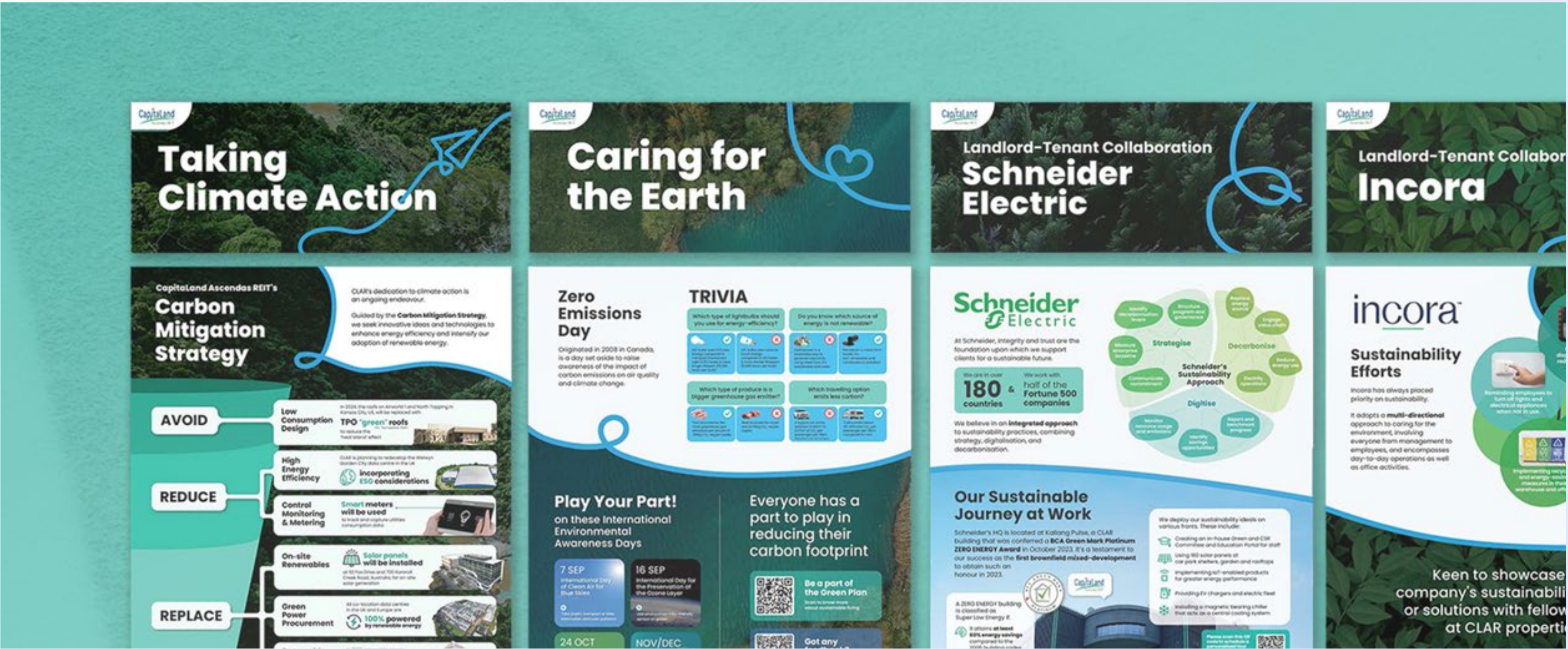


INFOGRAPHIC & BUILD-UP DESIGN

Capitaland Sustainability Initiative

Designed a series of educational infographics on sustainability, deployed across multiple Capitaland properties in Singapore. The installations featured interactive elements such as pop-ups, flip quizzes, and integrated shelving for giveaway items to enhance engagement and learning on-site.

Time: 2024
Role: Lead Designer
Location: Singapore

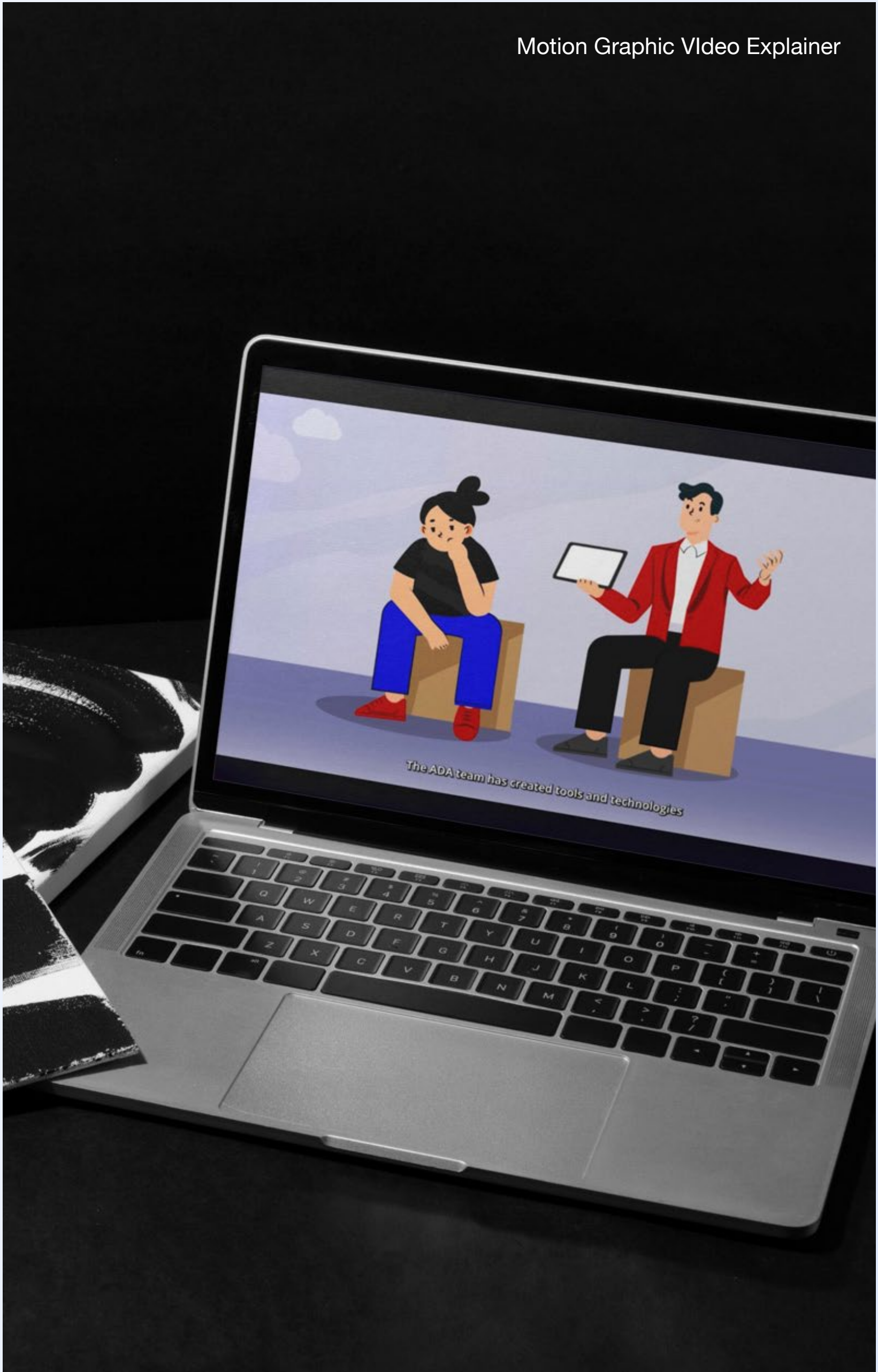
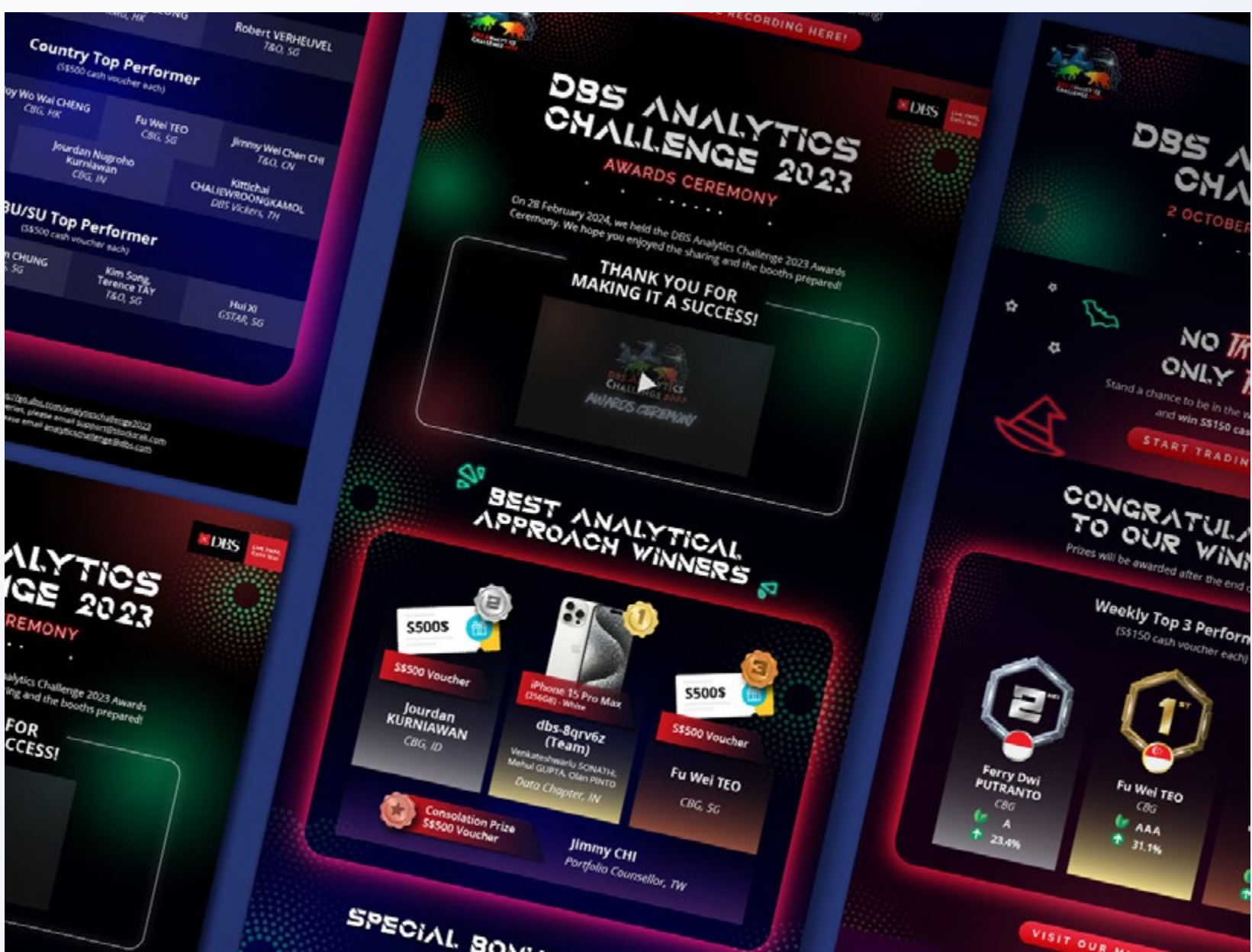
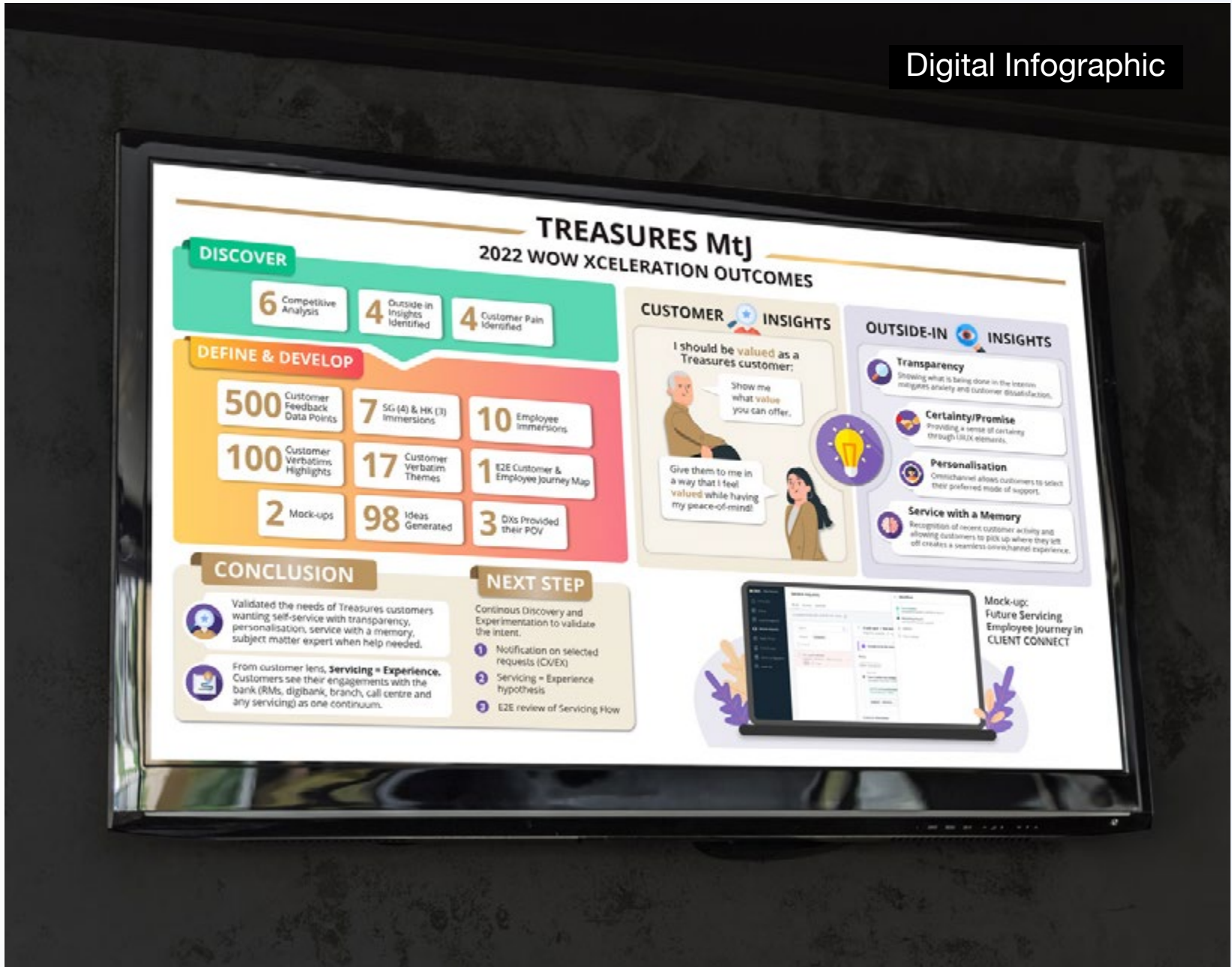
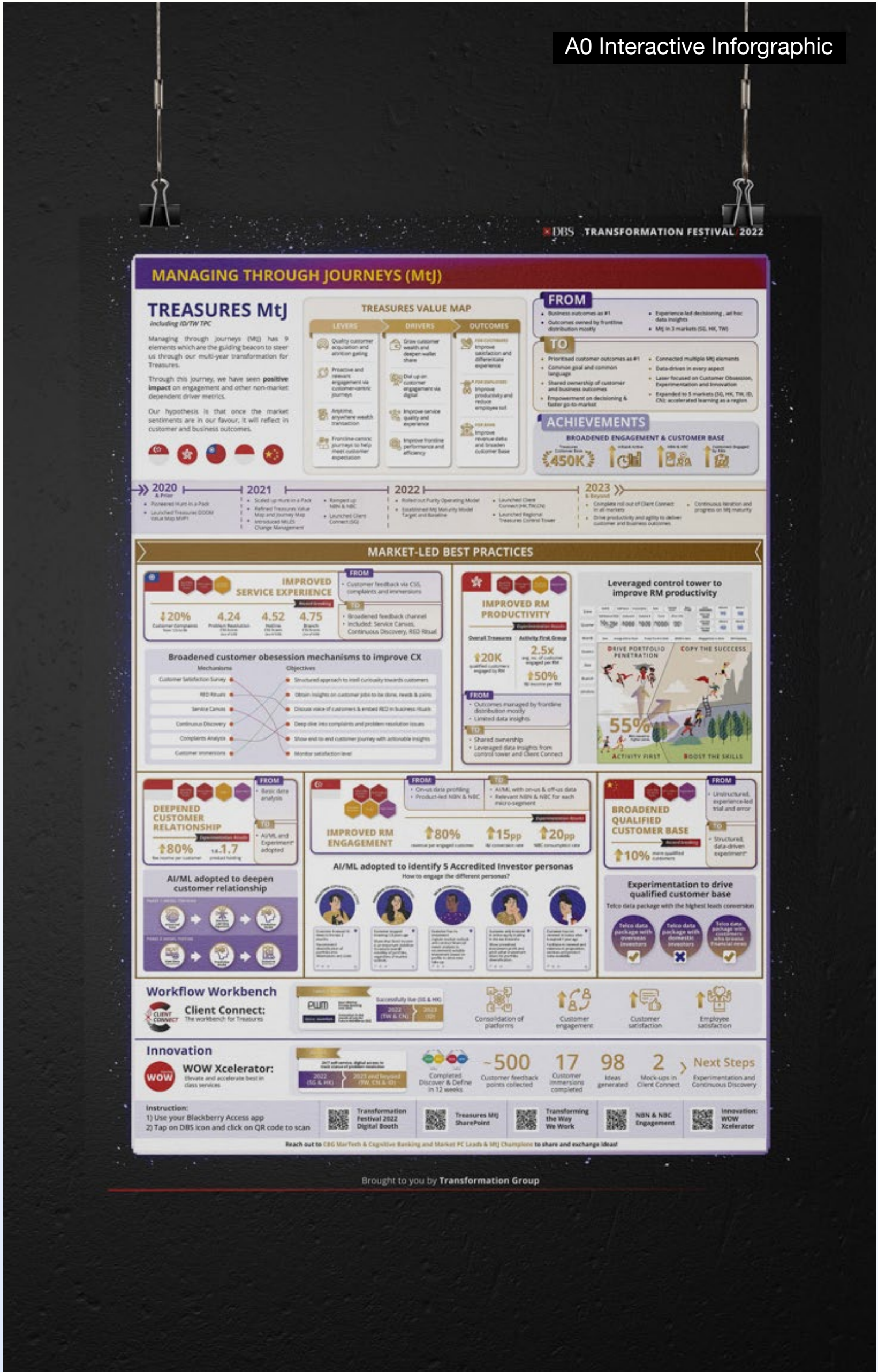




A0 Interactive Infographic

Digital Infographic

Motion Graphic Video Explainer







INTERESTED?

LET'S WORK
TOGETHER

SEND AN EMAIL

