

Celine Cassie Tan

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<https://readymag.website/u3484243221/5994230/portfolio/>

Education

LASALLE College of the Arts Singapore
BA (Hons) Design Communication

Singapore
August, 2026

Experience

Vintedge
Creative Designer Intern

Singapore
April 2025 – July 2025

- Designed social media retainer posts, collection ads, and campaign content for Canon Singapore across multiple digital platforms, including Canon Creators' Showcase and Canon Photomathon.
- Developed motion graphics, video edits, and visual assets aligned with Canon's brand identity to enhance audience engagement and campaign consistency.
- Contributed creative ideas during monthly brainstorming and pitching sessions while supporting production shoots through pre-production planning and on-set assistance for client campaigns.
- Directed the creative execution of the MegaTank G Series 10 Years Logo project, liaising directly with account managers and managing feedback professionally with strong initiative and adaptability.

Volunteer

GAYA (Gelar Budaya) 2024
Marketing Communications Social Media Team

Singapore
September 2023 – May 2024

- Designed social media content, e-booklet, merchandise assets, and event banners for GAYA 2024 to support the event's visual identity and promotional campaigns.
- Developed creative marketing visuals and cohesive branding materials across digital and physical touchpoints to strengthen audience engagement and maintain visual consistency throughout the event.
- Collaborated effectively within large cross-functional teams, contributing to content coordination and marketing communications execution.

Asmaraloka Chapters
Social Media Team

Jakarta, Indonesia (remote)
May 2023 – August 2023

- Designed Instagram content and promotional marketing posts for Asmaraloka Chapters to strengthen the organization's social media presence.
- Transformed written content into visually engaging Instagram assets through layout, typography, and graphic design execution, ensuring consistent branding across posts.
- Developed clear and audience-friendly visual communication while collaborating with the social media team to produce cohesive content aligned with communication goals.

Skills & Interests

Technical: Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Adobe Indesign, Figma, Blender, VScode (HTML & CSS)

Language: Bahasa Indonesia (native), English (fluent)

Interests: Graphic Design, Drawing, Photography & Videography, Video Editing, 3D rendering, Coding