

Clara M. Tam



Experience

Research Coordinator

04/2024 – Present

University of Manitoba, Winnipeg, MB

- Designing and managing the development of a full-stack web application to support research dissemination, stakeholder engagement, and international collaboration, including integrated branding and outreach strategies.
- Drafting and developing video storytelling scripts and visual content to support knowledge translation and public engagement, with a focus on accessible, arts-based dissemination strategies for international users.

Freelance Technical and Design Consultant

05/2014 – 06/2023

Self-Employed (Remote)

- Designed effective communications and marketing content using Photoshop and Illustrator to engage diverse audiences, resulting in 10+ award-winning clinical conference presentations (Canadian Association of Paediatric Surgeons and Falling Walls Manitoba), high-impact peer-review publications (Medical Image Analysis and Biomaterial Sciences), and grants (\$1.5M+).
- Engaged stakeholders to design, build, and implement scripts to aggregate data to provide business analytics and operation insights to drive strategic planning resulting in a 33% increase in revenue.
- Managed client expectations and developed project plans to create content and packaging for 5 medical device marketing projects and scientific infographics for 1 granted patent.

Research Technician

08/2020 – 03/2023

Children's Hospital Research Institute of Manitoba, Winnipeg, MB

- Developed machine learning scripts to automate extraction of trial characteristics to expedite and improve data extraction workflow.
- Managed and provided guidance to colleagues on procedures, including providing written SOPs, guidelines on best research practices, and on the use of specialized software for project management and data collection.

Machine Learning Scientist (Graduate)

05/2017 – 08/2017

Lawson Health Research Institute, St. Joseph's Hospital, London, ON

- Presented primary research projects at 4 national and international conferences, making complex ideas accessible to 500+ stakeholders and key opinion leaders.
- Redesigned, built, and managed a medical research website featuring collaborative projects using best SEO practices that tripled the lab's international collaborations.

Senior Graphic Designer

07/2014 – 04/2017

Western Mustangs, London, ON

- Designed print (event posters, flyers, tickets, billboards, booklets, vehicle wrappers, etc.) and web & media graphics as part of the varsity social media and marketing campaign to reach >43,000 people.
- Created and integrated design templates into the workflow to improve inter-team coordination that doubled weekly content production speed.

Contact

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Education

BrainStation, Vancouver, BC

Diploma, Software Engineering

09/2023 – 12/2023

Western University, London, ON

Master's in Engineering Science (MEng), Biomedical Engineering

09/2017 – 03/2020

Bachelor of Science (BS),
Medical Biophysics

09/2014 – 06/2017

Bachelor of Arts (BA), Media
Information & Technoculture

09/2010 – 06/2014

Fanshawe College, London, ON

Ontario College Diploma,
Interactive Multimedia Design &
Production

09/2011 – 06/2014

Technical Skills

Programming:

Python & R

Web:

HTML & CSS, JavaScript, SQL

Communications & Design:

Adobe Creative Suite
(e.g., Illustrator, Photoshop,
Premiere Pro), Canva,
MS Office Suite, Slack, Notion,
Jira, Tableau

CMS:

WordPress, Weebly,
Squarespace, SharePoint