

## Kalissa Tan

Graphic Designer

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Highly creative and detail-oriented graphic designer with 2 years of educational experience, driven by a passion for innovative design and visual storytelling. Eager to contribute to a dynamic team in a challenging position, leveraging expertise in visual communication, branding strategy, and digital design. Proficient in Adobe Creative Suite, with a keen eye for aesthetics and a dedication to delivering impactful solutions that resonate with audiences.

## Professional Experience

### Graphic Design Intern

*Dominion Payroll*

*August 2024 - Present*

- develop visually cohesive designs for client-facing materials, such as employee handbooks & training docs
- conduct market research and analyze design trends to contribute fresh ideas for branding, layout, and visual identity, ensuring alignment with the company's corporate image and values
- support marketing team by meeting deadlines, taking feedback, and delivering high quality designs

### Mid- Atlantic Digital and Social Media Intern

*alpha Kappa Delta Phi International Sorority, Inc.*

*January 2024- July 2024*

- revitalize sorority regional instagram page, increasing post frequency by 90% while creating a cohesive theme
- establish a regional competition that increased media engagement by 100%
- organize meetings and communication between 8 chapters from the region

## Education

Virginia Commonwealth University

Bachelors in Fine Arts (Graphic Design), Minor in Marketing Insights

*August 2021 - May 2025*

- GPA: 4.0

## Key Skills

- Adobe Creative Suite: Illustrator, Photoshop, InDesign, PremierePro
- Procreate, Canva, Bookbinding, Print
- HTML5, CSS, Javascript
- Hubspot, HTML Email Design

## Organizations

alpha Kappa Delta Phi International Sorority, Inc.

*Spring 2022 - Present*

Key Positions held: *President, Vice President of Operations, Fundraising, Webmistress, Public Relations*

Unified Greek Council

*Fall 2024 - Present*

Key Positions held: *Vice President*

## Awards

Digital Art Departmental Award. *Waubonsie Valley High School (2021)*

Outstanding Chapter President of the Year Award. *Virginia Commonwealth University (2024)*

Sophia Yen Scholarship (Active). *aKDPhi Foundation (2024)*

Mid-Atlantic I.R.I.S Spring 2024 Award. *alpha Kappa Delta Phi International Sorority, Inc. (2024)*

Leadership Development Award. *alpha Kappa Delta Phi International Sorority, Inc. (2024)*