

2024/25 BOARD OF MANAGEMENT



Association of Registered Interior Designers of Ontario
Nomination for the position of Elected Director, Board of Management.
Serina Fraser

Bio:

Serina Fraser

Serina is the principal interior designer, owner, and driving force behind Clear Interior Design, a boutique design firm with an established reputation for creative excellence. Her vision encompasses all aspects of design, attracting a broad spectrum of residential, hospitality, and commercial clients who have relied on her design knowledge to achieve their aspirations.

A graduate of Algonquin College's prestigious Interior Design program, Serina is influenced by modern design and architecture theories, executing them with rigour and expertise. Indeed, since she established the firm in 2005, Clear Designs has always focused on design in a broad sense rather than one specific specialty. That loyalty to larger design principles has led to a breadth of clients who have trusted Serina to marry beauty with life safety and functionality — from restaurants to dental clinics, public schools to colleges, workplace offices to personal home offices, high-rise rental apartments to small-scale residential developments, and athletic facilities to luxury personal residences.

Serina is registered as an interior designer through ARIDO (the Association of Registered Interior Designers of Ontario) and IDC (Interior Designers of Canada) and is certified through NCIDQ (National Council of Interior Designers Qualification). A committed ambassador for the design industry, Serina has given back to her profession as a board member for ARIDO's Eastern Ontario chapter, since 2014. Serina is demonstrating her leadership within the design community by volunteering her time for almost 10 years, in the role of Board Treasurer.

Serina has been recognized as a successful Entrepreneur, and a successful woman in business. Because of the success of her hard work, Serina ensures to take the time to help, mentor, and encourage other young women building their careers or businesses. Serina is an advocate for mentoring young adults, and potential students, considering the education process of Interior Design. She offers her time regularly to provide insight and information about the field and industry.

On many occasions, Serina has experienced the challenges of being a young woman in the construction industry, which is widely male-dominated. She has had to work harder to ensure her designs are executed during the administration of construction with strong skills of conviction, confidence, and assertive communication. Learning these skills has helped her overcome the difficult challenges a woman faces working in the construction industry. Because of these learned skills, Serina has the confidence to lead her team of designers knowing they can have better and more equal experiences in professional settings.

Serina is a committed professional and has always been extremely passionate about the growth of Interior Design a profession. She takes her career very seriously and strongly believes in educating the public on who and what an Interior Designer is. Because of this, Serina has been recognized on many occasions for her leadership, including being a recipient of the prestigious award with the Ottawa Business Journal Fortyunder40 nomination and competition process in 2018.

Statement:

As a current Member of the Board of Directors, as Board Treasurer, for the Eastern Ontario Chapter Serina takes great pride in volunteering her time to the local community of practitioners and members through organized events and networking opportunities. These events serve to foster the leadership of new interior designers and the community of Interior Design professionals.

Why do you wish to be considered for the ARIDO Board of Management:

Being a part of the board of directors during the journey of evolving and transforming the Association's future of the Interior Design profession is something Serina finds exciting and important. This would mean that she will have the opportunity to make a positive impact on the interior design industry, not just in Ontario, but across Canada. She will have the chance to work alongside other talented professionals and leaders which will collectively help shape the direction of the association.

As a member of the board of directors, she will also develop her leadership skills, network with other professionals, and gain valuable experience in governance and management. Serina will be able to contribute her positivity and support for this change, promote and advocate as a leader, and work collaboratively with others to achieve common goals.

Overall, being considered for the board of directors of ARIDO is an exciting opportunity to make a significant contribution to the interior design industry, and to help shape the future of the profession in Ontario and beyond.

Education:

Graduating year, 2000, Advanced Interior Design - Algonquin College, School of Media and Design, Ottawa, ON

Professional Experience:

2000-2001 HOK Canada (in Ottawa)

2002-2004 Alteriors and Partner of the affiliated Alteriors Design Group (in Ottawa)

2004-2005 Axiom Italian Kitchens, in affiliation of DOM Interiors Toronto Gianni (in Ottawa)

2005 - Present Principal Interior Designer and Owner of Clear Interior Design

Professional Affiliations:

IDC – Interior Designers of Canada

NCIDQ – National Council of Interior Design Qualifications

ARIDO – Association of Registered Interior Designers

Volunteering:Harmony House:

This is the only second-stage shelter in Ottawa for women and their children who are survivors of violence.

2 years (2013 and 2014)

Fundraiser and Event Coordinator - Organized holiday house tours showcasing unique architectural interiors in various residential neighborhoods across Ottawa. Proceeds from these events directly supported the women and their children to be able to transition from crisis shelter services to independent living in the community.

Upstream Ottawa:

This non-profit organization supports over 80 adults/youth living with serious mental illness and their families with community-based support and services they need to rebuild their lives.

2 years (2010 - 2012)

Member of the Board of Directors and member of the Fundraising Committee - Raised funds to staff a full-time youth case management worker who supported 10 young adults suffering from mental illness in the community.

Mentoring:

Algonquin College + ARIDO Intern Members

Over the past 6 years Serina has volunteered her time to support the upcoming generation of graduates entering the profession. This is volunteer time as things become available and were not on a constant schedule. Some of these activities were:

- Participating in the ARIDO mentor program to mentor ARIDO Intern Members to review and evaluate their portfolios, resumes, and job search approaches.
- Participating and volunteering time to coach 4th year students on how to present their resumes as well as techniques on how to be interviewed.
- In-class time spent to participate in the observation of mock-up presentations for final project submissions, final comments on presentation format were a part of the feedback – to ensure a

ARIDO:

Association of Registered Interior Designers of Ontario, Eastern Ontario Chapter

9 years (2014 - present)

Member of the Board of Directors and Board Treasurer - Contributes to the overall community of practice through organized events and networking opportunities between members of the local chapter. These events serve to foster the leadership of new interior designers and the community of Interior Design professionals.