

Serina Fraser, ARIDO - Stage Designer



Serina is the principal and driving force behind Clear Designs, a boutique design firm with an established reputation for creative excellence. Her vision encompasses all aspects of design, attracting a broad spectrum of residential 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 functionality — from restaurants to dental clinics, schools to spas, and athletic facilities to luxury residences.

With every project, she listens and understands the client's needs then channels her creativity into an organized design process that produces elegant results. For Serina, every project can be pared down to the golden rule that guides her: "Every space should be an experience."

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 gives back to her profession as a board member for ARIDO's community.