

Dave Yu Warsanta

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LASALLE graduate with expertise in UI/UX, graphic design, social media, photography, and applying design thinking to develop end-to-end marketing campaigns. Recognised as diligent and reliable, excels at engaging diverse clients and managing project stakeholders towards impactful results. Passionate about using design to support communities and create meaningful, people-focused solutions.

Winner at "[D&AD New Blood Awards, 2024](#)", an international advertising competition for students.

EDUCATION

BA (Hons) Design for Social Futures **Aug 2024 – Jul 2026**

LASALLE College of the Arts | University of the Arts Singapore, Singapore

- Coursework: UI/UX Design, Experience Design, User Research, Graphic Design

Environmental Design (Student Exchange) **Feb – Jun 2025**

Tongji University, Shanghai, China

- Coursework: User Research, Experience Design, Ecology and Design

Diploma in Design for Communication and Experiences **Aug 2021 – Jul 2024**

LASALLE College of the Arts | University of the Arts Singapore, Singapore

- Coursework: Graphic Design, Branding, Motion Graphics, Photography
 - Academic Achievements: MOE Tuition Grant Receiver
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PROFESSIONAL EXPERIENCE

Freelance Photographer (business-owner) **Aug 2022 – Present**

Lensaith

- Provided event and portrait photography services to companies and individuals.
- Market photograph service through social media postings, networking, and referrals, securing 5-10 projects per year.
- Managed the photoshoots and edited photos on Lightroom.
- Ensured that customers were satisfied with the outcomes.

LearnX Communities Research Intern **Aug – Dec 2025**

National Library Board, Singapore

- Designed a primary research study to understand the formation of internal learning communities.
- Facilitated focus group discussions with community members and stakeholders.
- Observe learning community meetup sessions to gather insights on group dynamics.
- Document successful practices and areas for improvement.

Wayfinding Design Intern **Dec 2024**

Monfort Care @Goodlife Studio

- Wayfinding towards the Active Aging Centre, designing multiple wall murals
- Placemaking icons and creating visual assets that represent what the AAC offers.
- Capturing photos and videos of sessions to document the community learning journey.
- Collaborated with a friend on the mural design

Graphic Design and Marketing Intern**Aug – Nov 2023**

Pearson Higher Education Singapore

- Created posters to communicate Pearson's resources (My Lab & Mastering, e-books, etc).
- Embarked on User-generated campaign in cooperation with Prasmul University.
- Executed google form and creative for Pearson Educator User Group event happened in Manila.

Host & Busser at Broadmoor's Hotel Bar @Colorado Springs, US**May – Aug 2023**

The Broadmoor (Work & Travel Program)

- Greeted and welcome guests as they arrived.
- Managed the seating chart and organized waitlists.
- Escorted guests to their tables and provided menus.

Graphic Designer, Surabaya, Indonesia**May – Aug 2021**

Lia's Associates Branding & Design

- Helped the team execute the design concept.
- Collaborated with other designers to exchange ideas and build campaigns.
- Fulfilled the customers' needs by designing posters and branding.

AWARDS & RECOGNITION

- **Wood Pencil Winner at D&AD New Blood Awards 2024**

D&AD – An advertising and design competition with real briefs, set by real clients, and judged by industry's top creatives. My group and I created a Twister brand campaign called 'Plot-Twister', which lets the audience tell their stories and be connected with others in unexpected ways.

VOLUNTEER / CO-CURRICULAR ACTIVITIES**Head of Digital Marketing & Communication****Aug – Dec 2025**

PPI Singapura (Indonesian Students' Association in Singapore)

- Songwriter and Composer for Kembang KemPPIS jingle named "Keliling Singapura".
- Rebranded its instagram feeds (@kembangkempis) into more Indonesian cultured.
- Took documentations during the activity.
- Managed to create merchandise design with teammates

Campus Tour Guide**Jan 2023**

LASALLE College of the Arts | University of the Arts, Singapore

- Welcomed visitors to the college.
 - Guided campus tours to classes for students who are interested in particular majors.
 - Explained about my campus life in the past three semesters & answered burning questions.
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SKILLS

Technical Skills: Digital Illustration, Product Design, Preliminary Analysis, Social Media Marketing, Music Production, Photography

Soft Skills: Customer Service, Project Management, Leadership

Software: Adobe Creative Suite, Figma, Rhino 3D

Languages: Indonesian (Mother Tongue), English, Chinese