

Joycey Yvonne Tanesia

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Education

LASALLE College of the Arts
BA (Hons) Design Communication

Singapore
August, 2026

PrimeOne School
Science Stream
3rd Place "Best of the Best" (BOB) Award

Medan, Indonesia
June, 2023

Experience

STUDIO PIVOT PTE LTD
Graphic Designer Intern

Singapore
May - August, 2025

- **Developed** branding systems, logos, and brand guidelines for diverse client portfolios.
- **Produced** high-engagement digital content for social media and web platforms.
- **Executed** environmental and spatial design elements, such as wayfinding signage and wall graphics, to enhance physical brand presence.
- **Collaborated** on professional editorial layouts, and presentation materials.

Singapore Design Week
Art Ambassador Volunteer

Singapore
September, 2024

- **Guided** visitors through the "READ: BOOK?" exhibition, providing curatorial insights to enhance engagement.
- **Coordinated** a sticker-based "treasure hunt" activation, managing mission instructions and prize distribution.
- **Managed** guest flow and inquiries during high-volume events to ensure a seamless visitor experience.

Projects

LASALLE X IBM IX
User Experience & Service Design

Singapore
March - April, 2025

- **Developed** user-focused UX and service design solutions to digitize and modernize traditional Singaporean food businesses.
- **Redesigned** interfaces and service workflows to streamline operations and drive long-term engagement for heritage brands.