

EZRA ADHITYA

the storyteller

Personal Details

Jakarta, 24 February 1990

Favourite Colours: red, orange, yellow, purple

Favourite Cities: Singapore, London, Jakarta

Home

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MY STORY

Ezra Adhitya is an Indonesian communication designer, graduated with a BA (Hons) Design Communication from LASALLE College of the Arts in 2012, specializing in Advertising Communication. He prefers to call himself a storyteller because he believes that design is all about telling stories; through images, words, sounds, even colours and shapes. Ezra loves to build brands and corporate identities, taking them as the summaries of the stories that the brands want to tell their potential customers. While not designing, Ezra is a Christian singer and songwriter, passionately leading worship in his Christian youth ministry in Jakarta. A spiritual, fun, and relaxed individual, Ezra indulges in simple things like writing short fictions, freshly brewed coffee, and collecting unique football jerseys from around the world.

WORK EXPERIENCE

September 2012-September 2013

Creative Director, [Water Decor International \(WDI\)](#)

November 2012-present

Founder and Head Tutor, [dreamfactory arts and design academy](#)

EDUCATION

2008-2012

Lasalle College of the Arts Singapore

BA (Hons) Design Communication (Advertising Communication)

2002-2008

SMP-SMA Kolese Kanisius Jakarta

EXPERIENCE

Conrad Centennial Hotel Singapore mural project [assistant lecturer](#) (2009)

Heart of the King Youth Ministry [new identity](#) (2010)

Heart of the King Youth Ministry [ads and designs](#) (2010-present)

The NavTeens Singapore youth camp [identity design](#) (2008, 2010, 2011)

Yayasan Mahanaim 'Next Level' [publication design](#) (2011)

Alfa Omega International School [logo](#) (2011)

B1G1 'Your Connection to Giving' [identity](#) (2011)

Tunas Muda International School [mascot design](#) (2012)

Ms. Gloria W. Adhitya [publication design](#) (2012-2013)

Water Decor International (WDI) [identity design for IAAPA AAE](#) (2013)

Indonesia National U16 Basketball Team [shirt design](#) (2013)

Anime Festival Asia Indonesia 2013 [exhibitor](#) (2013)

dreamfactory academy [ads and identity design](#) (2013)

Kairos Pearls for Indonesian Product Expo Jordan [identity design](#) (2013)

AWARDS & ACCOLADES

Singapore NEA 'Earth on Fire' poster design [first prize](#) (2009)

OCBC Business Connect credit and debit card design [finalist](#) (2010)

Singapore National Day Parade 2010 logo design [finalist](#) (2010)

Singapore Airlines Cargo 'Simply Connects Worldwide' ads [first prize](#) (2011)

D&AD Student Awards (Open Advertising Category) [best of year](#) (2012)

URA+ Lasalle project Marina Bay poster design [winner](#) (2012)

DESIGN PROFICIENCY

Advertising Campaign

Publication Design

Wall Mural

Short Movie

TV Commercial

Logo and Brand Identity

Copywriting

Packaging Design

Scriptwriting

Editorial Design

Storyboard

SOFTWARE SKILLS

Mac and PC

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

Adobe Photoshop

Basic Knowledge in Adobe

AfterEffects, Flash, and

Dreamweaver.

“Design is
always about
telling stories.”