

welcome to dasha

davidyuk's *Portfolio!*



**MY
MACBOOK
IS DEAD**

I don't want to remarry.
I only want A JOB

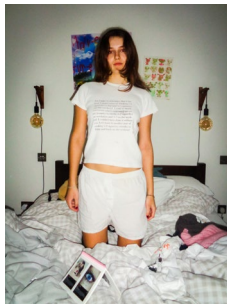
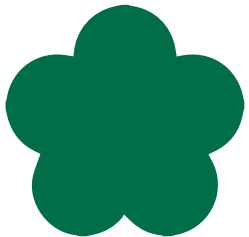
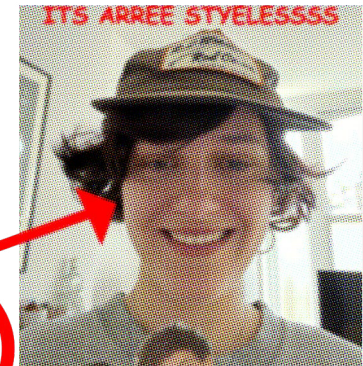
See my portfolio

CLICK HERE

a bit about me

My name is Dasha, I graduated Central Saint Martins UAL with a BA in Graphic Communication Design and I love being silly. My work is based in story-telling and coming up with an interesting narrative. I balance self reflection with humour, ultimately trying to have an empathetic position as a designer. Also, I have abominable screen time so everything I do somehow has to have a niche online quirk to it.

I have a passion for animal stickers, collecting trinkets, really badly designed postcards, Microsoft word art fonts, using design to explore issues surrounding my personal identity and beat-boxing. Enjoy this selection of projects that I consider reflect my best qualities.



don't hire
her!!!!!! (this is
reverse
psychology)



1. dible

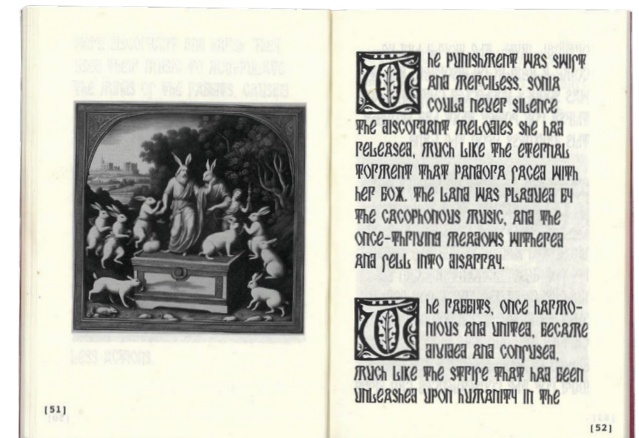
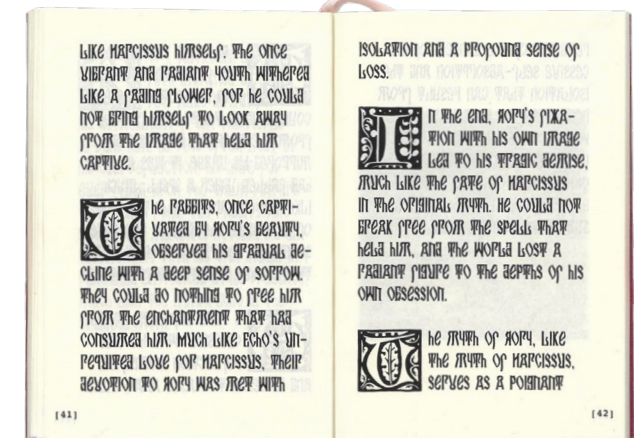
who knew religion had so much branding?

A response to the brief ***'Where did everybody go?' where we were asked to create a narrative without the presence of humans, I created a religion out of myself.*** My journey through this brief began with exploring **human love and presence through materiality, the objects we keep yet don't need.** In this, I was fascinated with objects such as toys, dolls, plush animals etc. These objects hold no value, yet they are usually most sacred to us, and if we had all disappeared, I feel that our human presence, our love, would be felt through the dolls that taught as empathy and the plush animals we held onto when we were scared in the night.

In my backyard, ***I had a set of disregarded rabbit fairy lights*** that had been slowly rotting away for a year. ***I wanted to revitalise them.*** This led me ***to create a narrative for these rabbits. If I, their owner, had vanished, what would they say about me? What narrative of me could they tell?*** That crucial thought opened up a rabbit hole (pardon the pun) of ***the rabbits creating a faith dedicated to me. Since I had bought them, looked after them and then mysteriously vanished, my disappearance could be misinterpreted or even compared to one of Christ in their eyes.***



An embossed gold leaf publication titled 'Dible' (Dasha's Bible) detailing my life story. The text was written using Chat GPT and the illustrations created using AI.



The intention of the project became to **investigate how narratives assign value to objects and people**, and exploring the **nature of sacredness in material relationships**, whether it's from me to my childhood toys or from my childhood toys to me.

The work is aimed to intrigue my fellow peers. We are at an age where our time in education is coming to an end, a time of melancholy but also reminiscence on what we've carried with us throughout the years. **I consider this project something my 7 year old self would really enjoy.** This work is **a chance to be playful and in a gut twisting way say goodbye to a childish part of myself that might not come to light in the professional world** I am so close to stepping into.

Design-wise, I was heavily influenced by **Russian Orthodox motifs, particularly because I was baptised under that faith** and spent some time in Russia this summer visiting the local parish. This project is relevant to my practice because it's humorous, yet explores a bigger concept. My most passionate projects usually have a personal aspect to them, and this definitely presents a side of my personality and history.



A wooden structure I created as a church for the rabbit fairy lights, with myself as an altarpiece (created using AI) and the religion's unique cross (meant to mimic a rabbit).



A set of prayer cards I gave out alongside the piece, with my face on the front and a prayer on the back. Printed in risograph.

2. inaki's dream man

i'm a friend first, a designer second

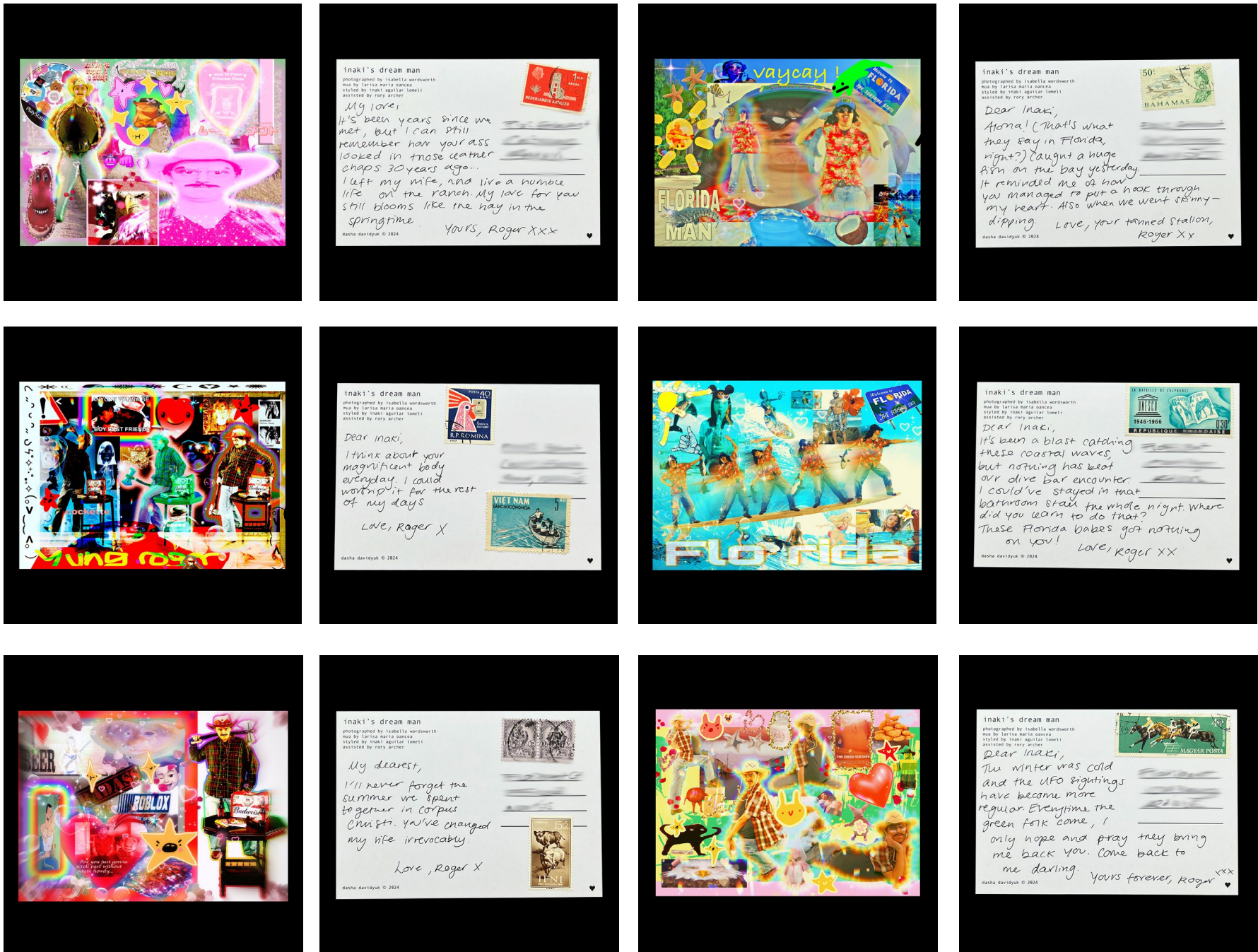
When one of my close friends (Inaki) broke up with his boyfriend I took it upon myself to become his dream man.

Unfortunately, Inaki's taste in men is of fat redneck americans, someone who would probably commit hate crimes against him. Nonetheless, my friends and I took on the challenge of ***transforming me into Roger, a closeted ranch owner who yearns for Inaki throughout the years via postcard.***

Despite this all being one big joke for my friends and I to partake in, ***this project demonstrates my capabilities in creating a multi-media outcome based on a narrative.*** Also, my natural acting abilities (I'm getting an agent if the design thing doesn't work out.)



Screen grabs from the backstage video clip of the photo shoot. Accessible at: <https://youtu.be/mCblj2Y4vbQ>



Pictures of the postcards sent from Roger over the course of his life, proclaiming his undying love for Inaki through the years.

3. girlhood

i had unrestricted access to the internet when i was younger, can you tell?

In this self-directed brief I was to explore **the unifying concept of 'girlhood' and how I can pay homage to it.** My deliverables were to investigate the **rapidly changing social trends of individualism on the psyche of women** and present a bigger conclusion on modern 'girlhood'.

The series of photographed objects **reflects a re-imagined version of my bedroom, where I have printed over the clothes I used to wear, archived the things I used to like on the internet and re-designed posters of toys I played with.**

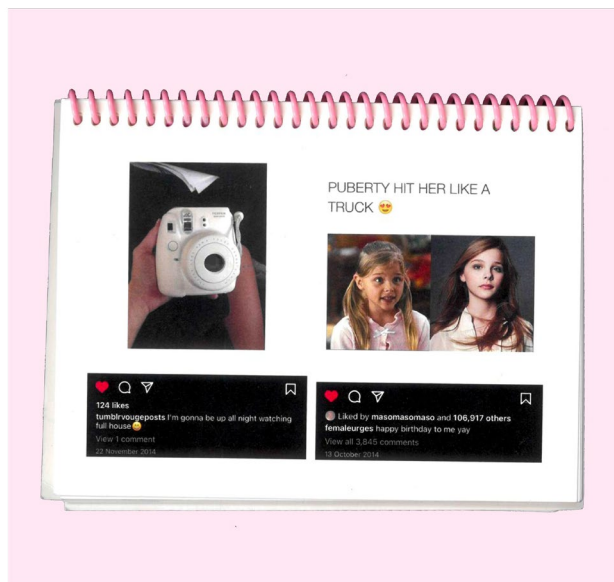
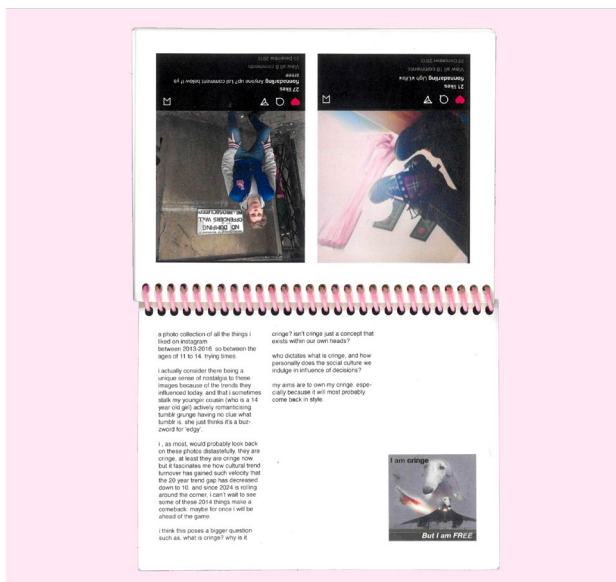
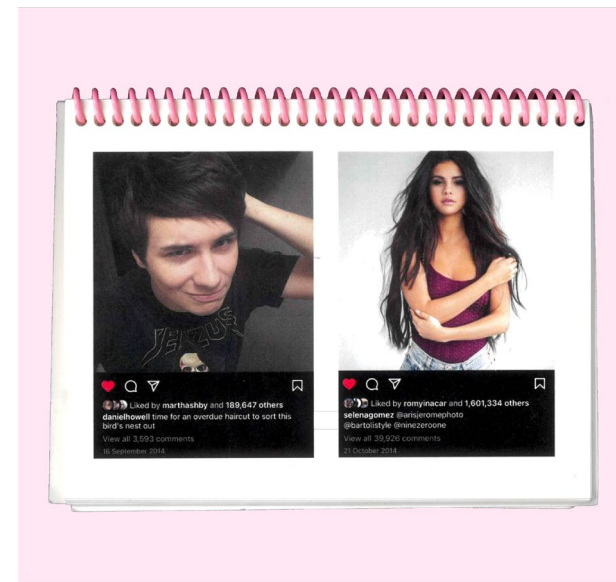
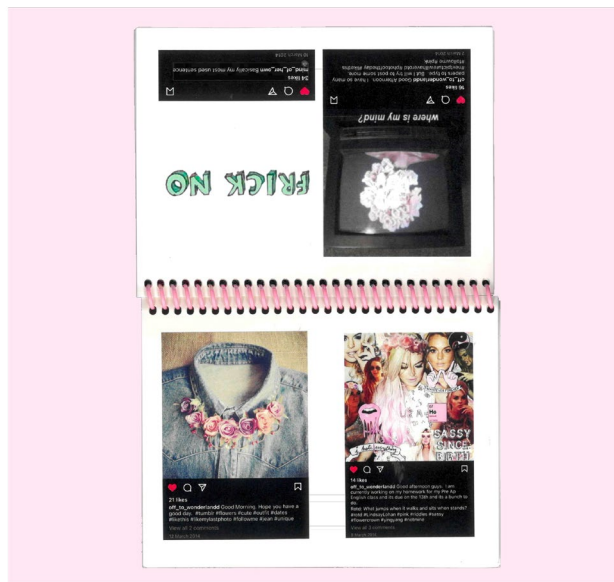
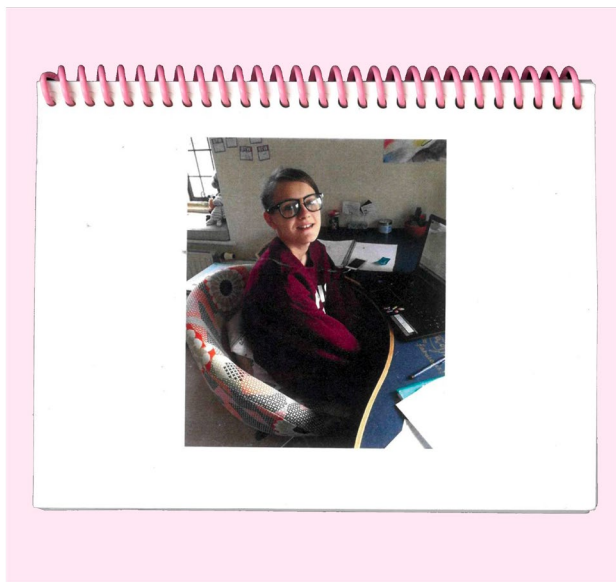
Being in an environment such as CSM, surrounded by trend-setting creatives and fashion designers, you start to wonder, who is doing the next best thing? Seeing how quickly Y2K came back to the fashion and culture world, **how quickly will the 2010's trends start re-appearing?** Instead of archiving the items that I once found cool in 2014, **I want to attempt to fall into the cycle of trends, and recycle my artefacts to fit the potential upcoming social season. I'm attempting to be culturally sustainable.**



Girlhood.©



Photo series of re-printed t shirts and 'instagram publication' featuring me in my reconstructed adolescent bedroom. Stylistically inspired by American Apparel ads circulating Tumblr in 2014.



Scans of the publication I made as part of this project, which consists only of things I liked on Instagram between the age of 11-14 (2013-2016).

Photo series of me in shirts and hoodies that I wore when I was 11, but I had screen-printed more relevant slogans for my 21 year old self to display.



"I could never abuse substances. i love substances."



"anxiety is so embarrassing. oh noooo what if something happens. Jesus christ."



"please for the love of god, whatever you do, whatever i might say, don't give me a vape."

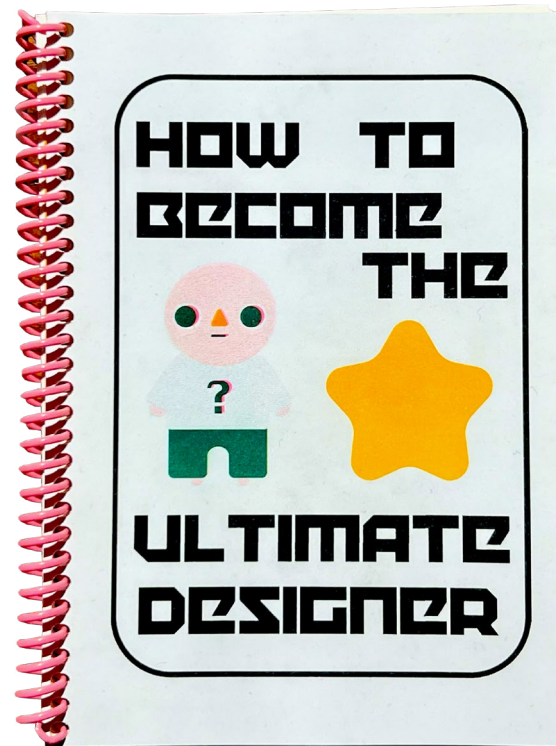


My secondary school leavers hoodie with my face crossed out. I was suspended at that school. I'm still bitter.

4. how to become the ultimate designer

my meta magnum opus

In this brief, the challenge was to investigate *how I can become the ultimate designer*. As I am graduating this year and this is the last project I will be doing, I felt it was right to explore what is currently on my mind; *what happens after university?* During my time at university, I have frequently stated that *'I'm not a graphic designer'* and pushed away the label as my work most of the time was very conceptual. Over the course of the three years, I have heard that sentence frequently from my peers. Yet here we are, at the end of the road. The basis for my research question was, as always, personal. *I felt insecure about my abilities and qualifications stepping into the professional world. So, I decided to make it my mission to find out how to become the ultimate designer, and relieve my doubts about my future career.*

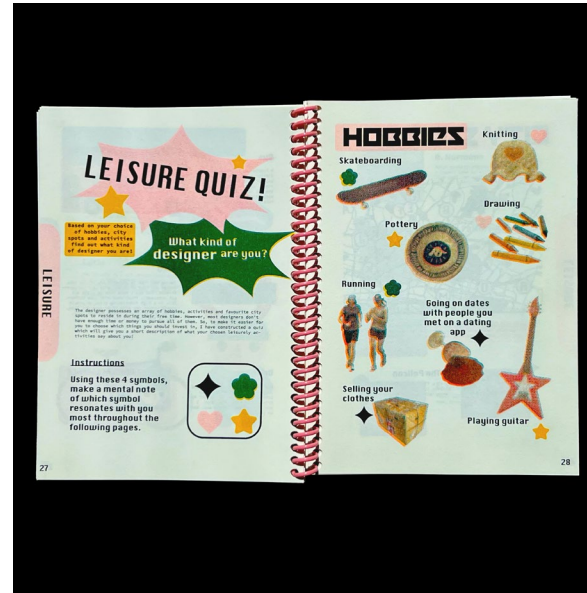


A guidebook on becoming the ultimate designer and my physical transformation into the ultimate designer.

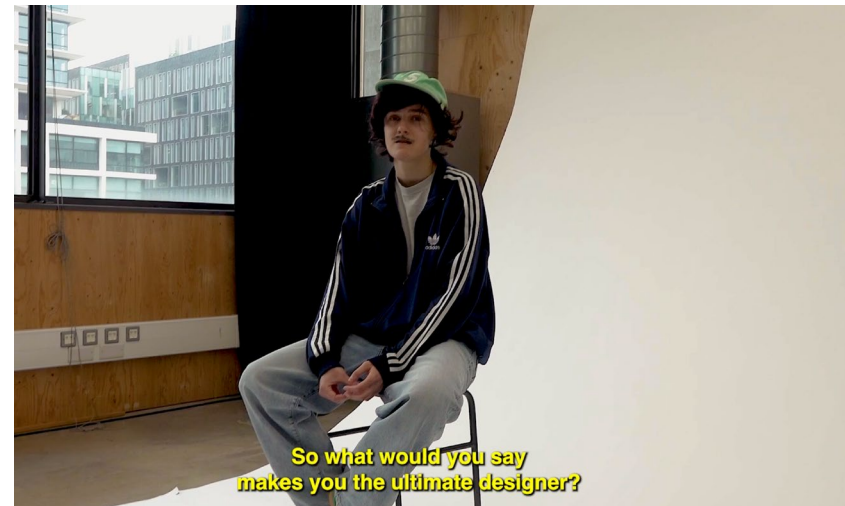
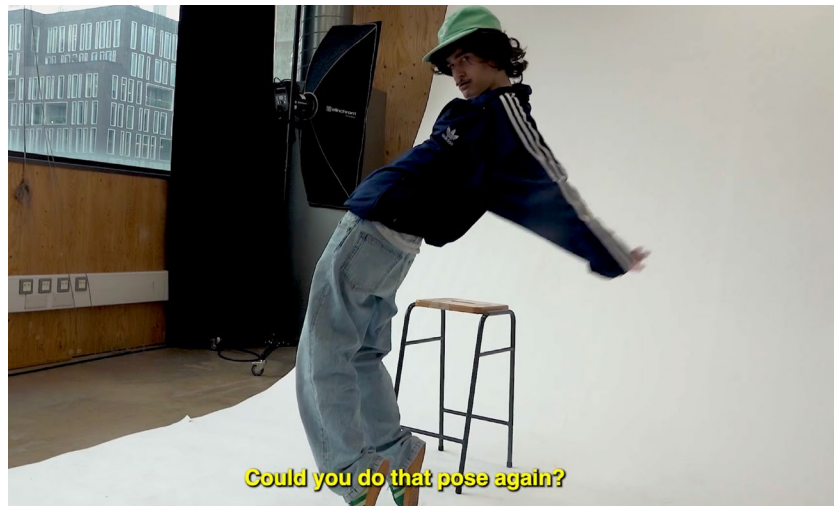
I researched statistics about **who is most successful in the design industry** (white guys from privileged backgrounds, who would have thought!) and got some **field research** from **interviewing some practicing designers on how they lead their day to day lives**.

So to complete my brief I combined all of the research I had done into **a satirical guidebook** on how to become the ultimate designer. This handbook detailed the **routines, foods, clothes and activities that make up the designer's day to day life**. Alongside that, **I physically transformed myself into the ultimate designer using my new found knowledge, and credited him (David Dasha-duke, the name of my male alter ego) as the author of the publication**. I made the publication in risograph, to emphasise the exclusivity of the material itself.

This project began from the **basis of my own insecurities** about the future, but ended up taking me on an eye opening journey that I am prepared for what lies ahead. Despite the satirical nature of the project, I found myself having realisations that **the curation of the designer's lifestyle is not an easy job and I have gained a new found respect for the profession I am about to step into**. Through my satirical lens, the work makes the viewer **re-evaluate their privilege**, and how the elitist the design industry really is.



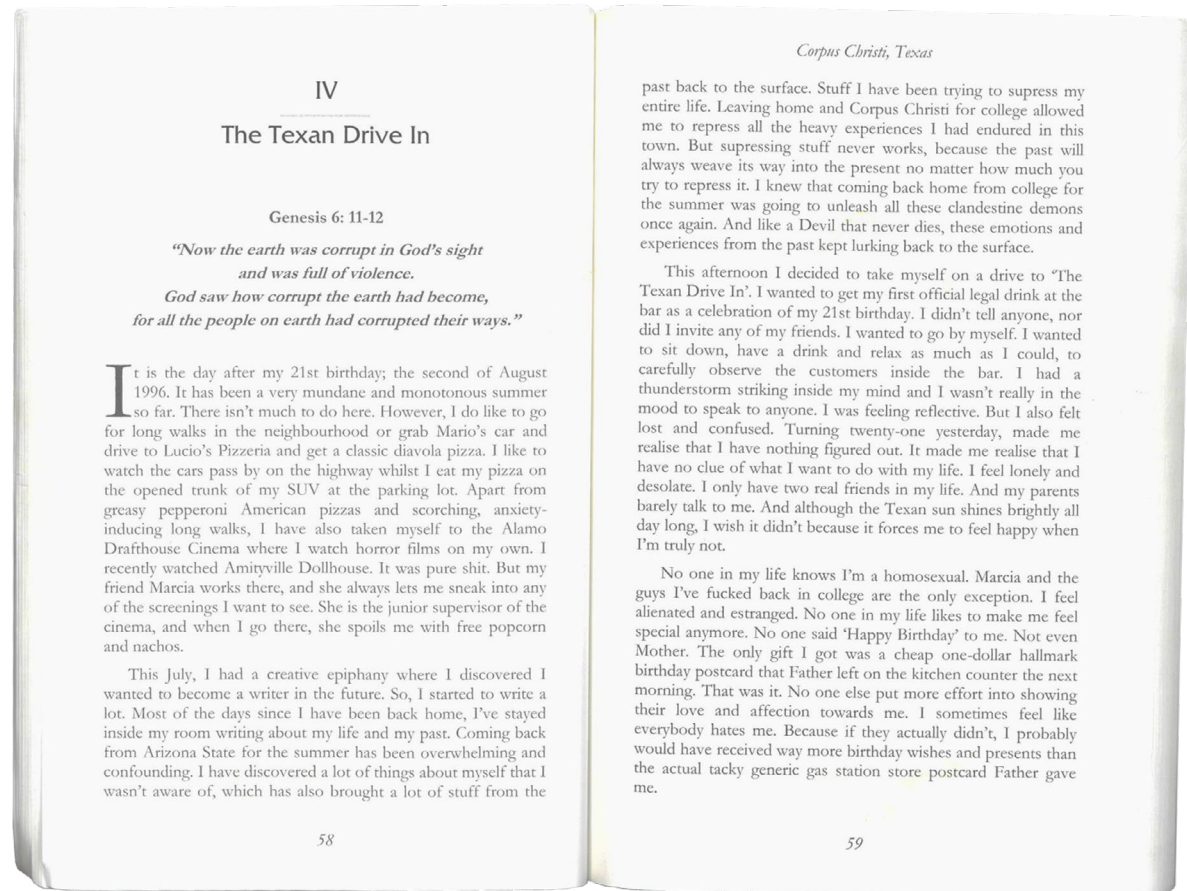
Spreads from the guidebook detailing clothing suggestions, daily routines, living spaces, food charts and city spots for designers.



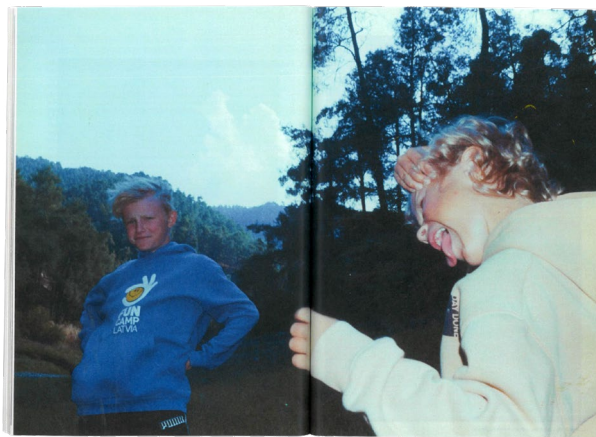
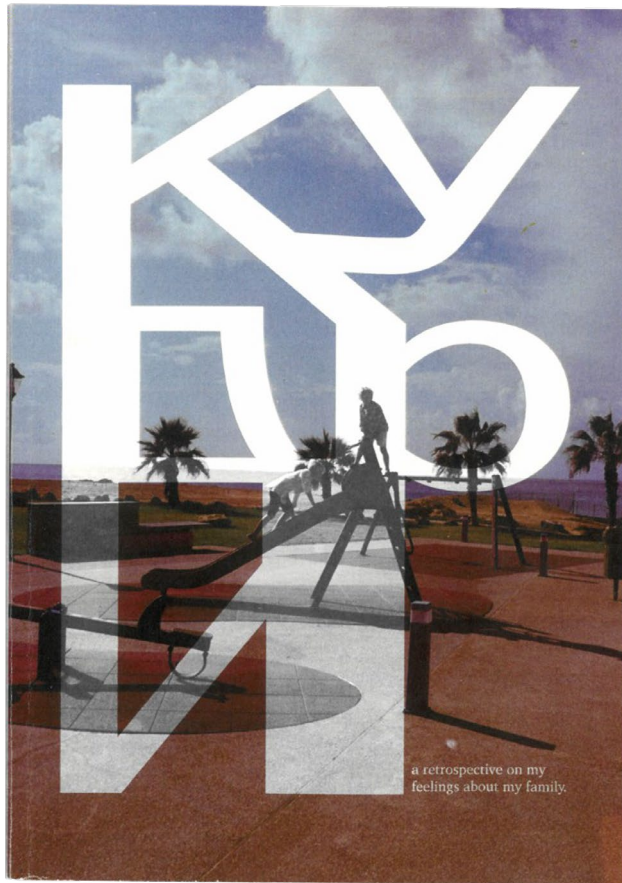
Screen grabs from the ultimate designer interview, where I physically transform myself into the ultimate designer. Available at: <https://youtu.be/hVfxV3fCSJ4>

5. publication works

my enemies to lovers arc with indesign



Created the composition for Cruz Del Castillo's debut novel 'Corpus Christi, Texas' under Micheal Terrance Publishing.



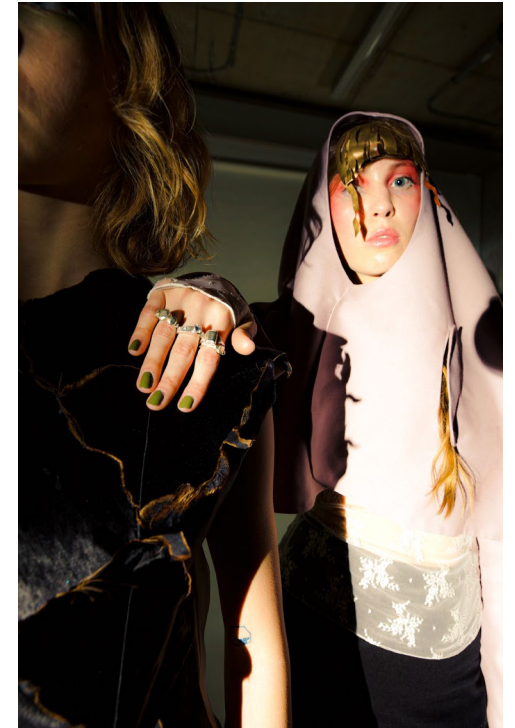
Wrote, photographed and published 'Kudri', a retrospective on my parent's divorce and the new families they have created for themselves.



'Reworked American Gothic' shoot look book featuring garments by Lea Sophia Swarovski and jewellery by Liberty Chant. Printed and bound on canvas.

5. art direction works

turns out i love people management!



'Reworked American Gothic'

A photo shoot featuring garments by Lea Sophia Swarovski and jewellery by Liberty Chant. Photographed by Isabella Wordsworth.



'AWWdecy'
A shoot in my backyard featuring garments from archive boutique AWW.





'SADDOG: The Simple Soviet Life'
A commercial shoot for clothing brand SADDOG. Photographed by Isabella Wordsworth.



Narcissus

A portfolio shoot inspired by Yayoi Kusama's 'Chandelier of Grief'. Photographed by Isabella Wordsworth.

6. notes app ideas

thot daughter? no. thought daughter.
my unsolicited design ideas i haven't
pursued yet.



"A dating up update where it tells you how many people he's/she's ghosted and left on read."



"iPhone kid generation are getting through ads really fast nowadays to play games, so guess how advanced and unaffected they will be in the future? Creating complicated and beneficial (maths , literacy etc) ads."

FANCY PACKAGING AT GROCERY STORES

RECESSION
GIFT-GIVING

"CARING SHOULDN'T
BE EMBARRASSING."

SAINSBURIES



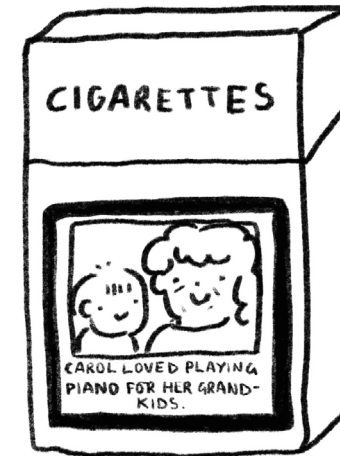
WAITROSE



"Introducing official in-store gift wrapping and bags to grocery shops - recession, gifts shouldn't be expensive - you shouldn't feel embarrassed that you care / caring shouldn't be embarrassing."



"Starting a restaurant that makes delicious but really ugly, un-instagramable meals called 'Word of Mouth'."



"Commemorative plaques for everything to understand the cost of human life (putting plaques commemorating the lives of cigarette smokers instead of warning signs)."



"If I printed out my instagram feed how long would I read it for? Making tik tok videos and instagram posts into text, so people who lie and say they "read an article" when they actually saw a tik tok about it can actually have an alibi media."



"Gu should host an event in collaboration with independent designers, charity shops, vintage ceramic merchants etc. where people who have a lot of their Gu pots lying around can swap those little bowls for nice ceramics. Sustainably good for Gu, everyone likes nice coffee mugs/vases and supports small businesses."

Fin!

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