



PATHORN WAITAYASEWEE

GRAPHIC DESIGNER & ART DIRECTOR

I'm a creative graphic designer with over four years of experience and a focus on branding, covering all design fields, including photography, videography, illustration, logo design, interior design, and advertisement. Rebranding is the primary job; I favor improving art projects and directions. Proficient in Adobe CC applications (Photoshop, Illustrator, InDesign, Premiere, Acrobat).

EDUCATION

CHULALONGKORN UNIVERSITY

2013 - 2017 | Bachelor of Fine and Applied Art (2nd Class Honors), GPA: 3.49

LONDON COLLEGE OF COMMUNICATION, UNIVERSITY OF THE ARTS LONDON

2021-2022 | Master of Arts - MA Graphic Branding and Identity - Merit (B-)

IELTS : OVERALL BAND SCORE 6.5

2020 | Listening 7.0 | Reading 7.0 | Writing 6.0 | Speaking 6.0 | CEFR Level B2

SKILLS TOOLS

- Graphic Design
- Adobe Creative Suite
- Illustration
- Microsoft Office
- Branding
- Communication
- Layouting
- Teamwork
- Problem-solving
- Thai (Native)
- English (Advance)

LANGUAGES

EXPERIENCE

2017 - 2020

BANGKOK INDUSTRIAL GAS CO., LTD. GRAPHIC DESIGNER

- Collaborate with Branding & Marketing team.
- Develop corporate identity: Logo Design, Stationery Design, Environmental Graphic Design, and Others.
- Conduct art directions of the company.
- Create an engaging image on the user interface & social media platforms (LINE@).
- Create innovative corporate assets/material with CI alignment.

2020 - 2021

ASUS (THAILAND) CO., LTD. GRAPHIC DESIGNER

- Collaborate with the marketing team and management to implement effective creativity.
- Create, lay out, and revise deliverables using established style guides, templates, and branding guidelines.
- Create visual aspects of marketing materials, websites, and other media.
- Create printed products, including magazine layouts, brochures, and fliers.
- Support ASUS Business campaign both online and offline.
- Support the creative work of vendors to troubleshoot production-related issues.
- Finalize all artwork and electronic files and prepare for production.

2023

TPCX Company Limited. ART DIRECTOR

- Introducing and utilizing expert art direction for projects' visual components.
- Ensure that all media and campaigns adhere to a high standard of visual execution.
- The agency hopes to inspire and motivate its clients to be creatively progressive using innovative and creative visual work.
- Examining the work of designers and offering guidance and criticism.
- Assuming responsibility for the visual components of creative work for business pitches.
- Finding novel approaches to integrating new media formats into campaigns.