

Supanee Sedhchindalert

VISUAL BRAND DESIGNER

INTRODUCTION

PERSONAL DETAILS

Date & Place of Birth: 15 Sep 1989
Bangkok, TH
Nationality: Thai

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CONTACT

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BKK TH 10150

WORK EXPERIENCE

Freelance Screen Artist | Current - June 2017

Hogarth Worldwide Pte Ltd

- Working for Apple Inc. - localizing, retouching, and converting screens flawlessly from US master files to other languages while adhering to brand guidelines to ensure they look identical to the master files for launching new products in various quarters.
- Created Thai typefaces that match the appearance of their counterparts of the US version in Education projects.
- Designing pixel-perfect UI and UX wireframes by following the brand guidelines for all viewports for Education projects on <https://www.apple.com/education/>

Freelance Retoucher | Current - April 2017

Self-employed

- Retouching, di-cutting, and preparing brand presenters for BabyLove, Maggi, QminC from raw photoshoots to various resolutions across different media platforms.

Graphic Designer | Mar 2017 - Sep 2016

Jacob Jensen Design. Bangkok, TH

- Making 3 rebranding directions for Smart, the number one telecommunication in Cambodia.
- Met and interviewed the target customers of Smart to get insight into their preferences, which helped develop brand identity.

UX/UI Design Trainee | July 2016 - May 2016

Awake Us Inc. San Francisco, US

- Trained as a UI and UX trainee by learning through practical experience on a real website, www.asensei.com.

Graphic Designer | May 2015 - May 2012

BOYY Pte Ltd. Bangkok, TH

- Overseeing art direction for press releases and website.
- Retouched photos of leather goods throughout the SS12 to SS15 collections.
- Designing brand / logo identity, packaging, and promotional material for BOYY Café.
- Designing bags and small leather goods for SS13 collections.

Graphic Design Intern | Jun 2011 - Mar 2011

Ogilvy & Mather. Bangkok, TH

- Learned how to work and solve complex problems in a fast-paced leading agency.

EDUCATION

Master in Visual Brand Design

Domus Academy. Milan, IT
July 2016 - Sep 2015

Bachelor in Graphic Design

Chulalongkorn University.
Bangkok, TH
May 2012 - May 2008

High school in Eng-Math Program

Saint Joseph Convent School.
Bangkok, TH
May 2008 - May 1996

LANGUAGE

Thai (Native) /
English

CERTIFICATE

Quick Design Course

Gemological Institute of
America (GIA)

SKILLS

Photoshop	Illustrator
Keynote	InDesign
Procreate	Figma
After Effect	