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PROFILE

Nickname : Toon
Age : 34
Education :
Silpakorn University
Bachelor of Architecture (B.ARCH)

EXPERTISE

Visual Communication

Brand Identity

Printing

Digital Design

Motion

Drawing

UX/UI Design

Continuous Learning

Collaboration

Multitasking

Problem Solving

SOFTWARE



QUALIFICATION

UX/UI Bootcamp Batch 6

PORTFOLIO



Download : bit.ly/parnchat
Website : www.parnchat.com

References Person

Nantanach Oeusoonthornwattana
Head of Strategic Communications
and Branding , Robinhood
E-mail: fai.nantanach@gmail.com
Phone: 081-116-8597

PARNCHAT TRAKARN SIRIPOJ

Graphic Designer Manager

A cheerful, highly motivated Graphic Designer with 9+ years of experience who is passionate about creative problem-solving and tackling new challenges. Thrives in collaborative environments, leveraging strong multitasking skills and a continuous learning mindset. Proven ability to lead design teams, manage projects, and deliver innovative solutions for marketing content and user experiences.

WORK EXPERIENCE

May 2023 -
Present

Graphic Designer Manager Purple Ventures Co., Ltd. (Robinhood)

- Lead a team of designers in ensuring delivery of high-quality assets tailored towards each business needs while managing budget and resource allocation to maximize productivity and performance.
- Spearheads initiatives and manages projects, including AI initiations driving branding consistency in all communications and creative assets.
- Graphic lead working with Branding team in developing Brand CI, creative guidelines, and expected communication standard.
- Play pivotal role in mega campaigns creative direction and execution resulting in +25% engagement on social media platforms and +8% of brand awareness.

Nov 2021 -
Apr 2023

Senior Graphic Designer Shopee (Thailand) Co., Ltd.

- Responsible for creating design materials and creative content to support marketing campaigns (Pay & Food).
- Ensuring that design materials from all teams are aligned with the brand guidelines.
- Managed a team of 6 designers, to ideate and develop creative and design materials for online, offline and in-app communications. Overseeing their workflow and ensuring high-quality design output.

Apr 2019 -
Nov 2021

Tech Designer Velox Technology (Thailand) Co., Ltd. (GET - Gojek - airasia digital)

- Assist the marketing team to tell compelling stories through graphic design and content creation.
- Adopt new brand guidelines and act as a gatekeeper to ensure consistent branding.
- Work with all relevant local and global teams to deliver creative works to support projects and campaigns.
- Deliver works in the form of online banners, print ads, online & out of home videos, advertising materials and websites.

Aug 2016 -
Mar 2019

Graphic Designer Associate AirPay (Thailand) Co., Ltd.

- Incorporate creativity and innovative ideas to create concrete design themes and graphics for marketing materials for both online and offline channels, sale presentations, training videos, corporate websites and application interfaces.

Jun 2014 -
Jul 2016

Graphic Designer Jamsai Publishing Co., Ltd.

- Designed, developed and implemented computer based tools using Adobe Creative Suite to create covers, book layouts, offline materials, logos and marketing advertiser.