



DIGITAL CONTENT & GRAPHIC DESIGN LEAD

OBJECTIVE

To leverage my graphic design and multimedia experience to support strategic content and public engagement in a mission-driven organization.

PERSONAL INFORMATION

Name | Chatanong Kamplong (Joy)
Date of Birth | July 22, 1987
Sex | Female Nationality | Thai

CONTACT

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Address | 299/194 Sukhumvit 101, Bang Chak, Phra Khanong, BKK.

SKILLS

TECHNICAL | Adobe Creative Suite



WEB Design / Figma



Photo & VDO Shooting



SOFT | Stakeholder Management



Creative Thinking



Attitude and Learner



Communication



WORK EXPERIENCE

2021 - Present

Co-Founder & Managing Director
The Social Co. Company Limited

2019 - 2022
Shopee, TH

Assistant Manager, Graphic Designer
Oversee and manage Shopee's Feature and Communication Design Team, of 20 designers, which is accountable for the design from developing to finished project for Shopee livestream, in-app game, TV Show and communication via owned and external media.

- Brand design and communication guideline.
- Created milestone, assessment, and design direction for team members.
- Created design skill competency framework.
- Improved team's design efficiency and productivity.
- Speaker for Marketing Department's "New Joiner Orientation"
- Welfare committee of Marketing Department.

2018 - 2019
JD Central

Senior Graphic Design
Senior Designer to help concept, visualize and implement digital design for web-mobile site, online ads, social media and also responsible for managing and Mentoring Junior Designers in a results-driven environment.

2017 - 2018
Lazada, TH

Senior Analyst, Graphic Design - FMCG
Creating visual language, guidelines and concepts to meet FMCG promotional campaign's objectives and consumer engagement.

2016 - 2017
BITEC,
Bangna-BKK

Creative Design
Design and produce creative, Artworks creation from start to finish including impactful presentations for pitches.

2014 - 2016
Sheraton Hua Hin
& Pranburi Villas

Resort Artist
Design artworks for print and on-line advertisements, Photographer for photo and VDO shooting.

2013 - 2014
Chakrabongse Villas
& River Books

Graphic Design
Layout artworks for printing and electronic fiction book, Design on-property materials including promo brochures.

2012 - 2013
VIE Hotel,
Bangkok

Graphic Design
Design prints and electronic brochures for all sales and marketing promotional material.

EDUCATION

2017 - 2019

Master Degree
Digital Marketing Communication at Bangkok University

2008 - 2012

Bachelor Degree
Visual Communication Art at Chandrakasem University

2005 - 2008

Vocational Certificate Degree
Design & Art Program at Thaivichitsilp Art College, BKK.

WORK EXAMPLES >

2018 - Present www.joychatanong.com