



WICHAYA PINTAVIROOJ

Creative Designer | Brand Designer

Freelance Designer (2022–present)

Single contributor design services

Influencer (2022–present)

@skin.or.soul

Beauty and lifestyle review blog based in Bangkok, Thailand

Contact

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Thawi Watthana District

Bangkok, THA 10170

Portfolio

www.wichayapintavirooj.com

Language

Thai (native)

English (fluent)

Mandarin (limited usage)

Software Skills

Microsoft Office

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effect

Adobe XD

Figma

Keynote

Others

TEDxMahidolU (2017)

Creative inputs on event name and graphic treatments

Apple Sheep (2019) – UI Designer

Wireframing the store website

Work Experiences

Agoda Services Co., Ltd. (2023–present) – Brand, Visual Designer

In the central Brand Team under Marketing Department. Work scope ranges from creative inputs, research, brainstorm, visual online and offline assets, company branded assets, illustrations, environmental design, etc.

- Designed and lead visual assets for **EVP Playbook 2023**, adapting it across assets
- Designed and lead visual treatments for Summer Student Internship 2023
- Designed Agoda Referral Program identity and branding
- Designed identity and branding for Agoda programs and departments

Agoda Services Co., Ltd. (2022–2023) – Employer Brand, Visual Designer

Leading the design aspects for Talent Acquisition department, including creative inputs, landing pages, visual online and offline assets, company branded merchandises, offline campaigns, online competition events, internal documents and slides, illustrations, etc.

- Designed and lead visual assets for **Codegoda 2023**, collaborating with numerous teams
- Designed and lead visual assets/landing page for the first offline campaign ‘**Celebrating You**’
- Designed the identity and visual assets for Tech community at Agoda

Conceptualized, researched, designed, and lead the visual treatments for EVP Playbook (Employer Value Proposition), which was launched in 2023 and now using for the whole Talent Acquisition Department.

Pomelo Fashion Co., Ltd. (2020–2021) – Visual Designer

Design visual assets for the application and website, including graphic treatments for sale campaigns, adaptations of seasonal treatments on different collaterals, online and offline banners, interactive artworks, etc.

- Leading the visual treatment for Malaysia clearance sale campaign

Klook Technology Co., Ltd. (2019–2020) – Global Creative Designer

Under the Global Design Team working closely with teammates in Singapore, Hong Kong, and Indonesia. Scope of works includes leading the campaign key visuals, campaign logo, online and offline assets, different deliverables, illustrations, creative inputs, App Store Optimization (ASO), Email Direct Marketing (EDM), sim cards, leaflets, etc.

- Designed and lead the visual treatments for the online live-streaming campaign, **Klook LIVE**
- Managed and designed the creatives and contents for Klook official instagram, @klooktravel

Educations

Certificated Program (2023) – Royal Melbourne Institute of Technology (RMIT)

User Interface Design Program (online)

B.A. (2019) – Mahidol University International College (First class honor)

Bachelor of Arts majoring in Communication Design Program

Highschool Diploma (2015) – International Community School (Honors)

Theresa Moriarty Art Scholarship, Student Arts Legacy Award

Certified Program (2019) – University of the Arts London (Honors)

User Experience (UX) Design, Chelsea College of Arts

Certified Program (2019) – University of the Arts London (Honors)

Digital Marketing Strategy, London College of Communication

Coursera Certified Course (2022) – California Institute of the Arts

Visual Elements of User Interface Design

Internships

Bangkok Bank (2019) – SIP 73

BBL Student Internship Program

Wide and Narrow Design Studio (2018) – Graphic Design Intern

Book showcase at Bangkok Art Book Fair, Bangkok City City Gallery

Freelance

Notable Clients (2016–present)

Moetry Co., Ltd. | Mahidol University International College | Trylingual | Chira Auto Co., Ltd. | The Vegetable & Co. (Malaysia) | Lyn Kub Fun Dental Clinic | K Medical Enterprises Co., Ltd. | Double Star Industry Co., Ltd. | Once Upon a Thai Spa | Weddings | Crafta Brand | Healthi Bliss | Whole Green Co., Ltd. | Crimson Co., Ltd. | PaKa (Artist) | Thalia Roastery | Sheep in the City Cafe