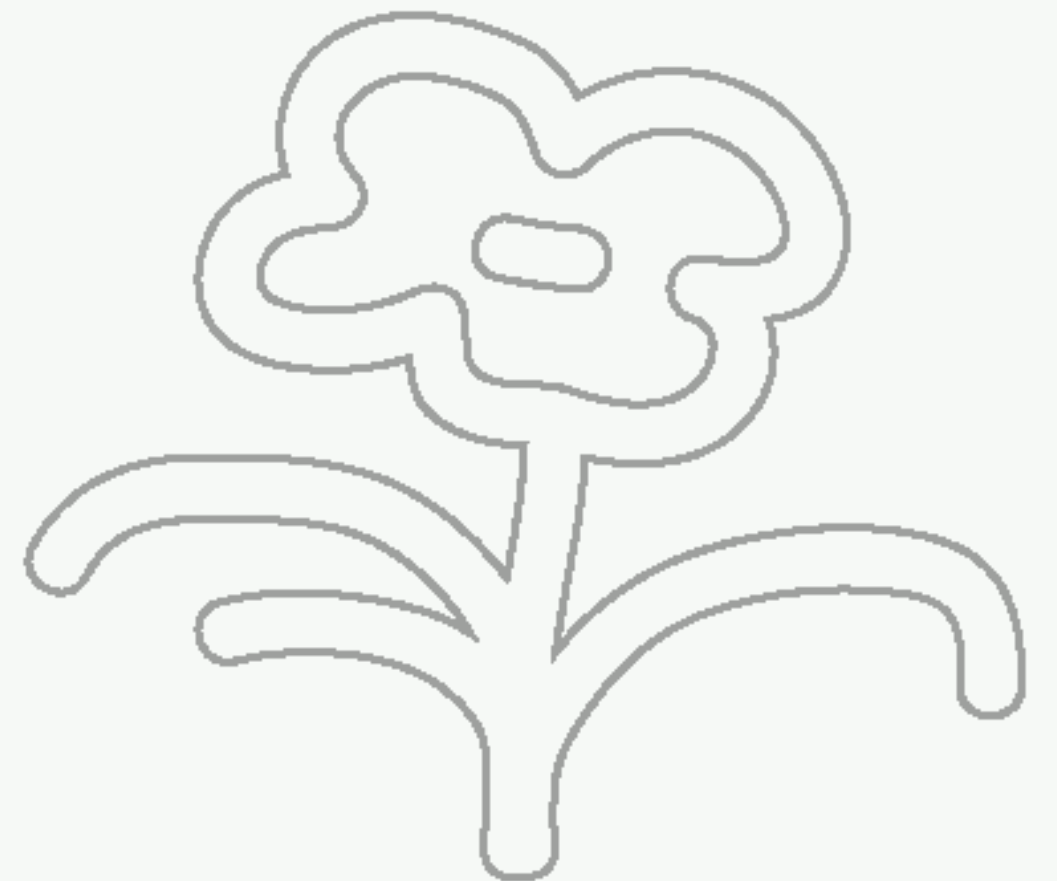


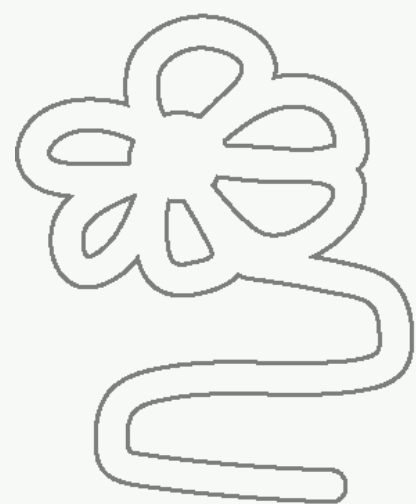
# MY PORTFOLIO.

POBPORN UMBOON

Fresh Graduated Advertising Student



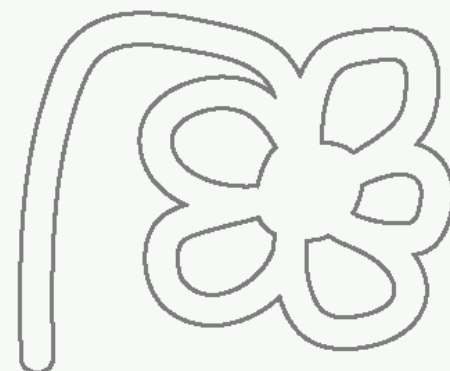
# CONTENTS



01

ABOUT ME

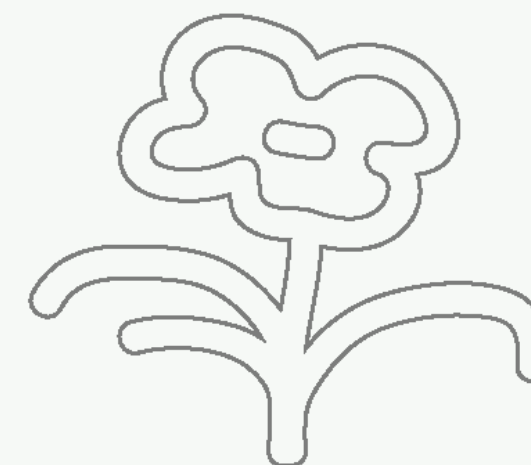
/ About me.



02

PROJECT

/ Advertising Projects.  
/ Graphic Design.  
/ Website Design.  
/ Photography.

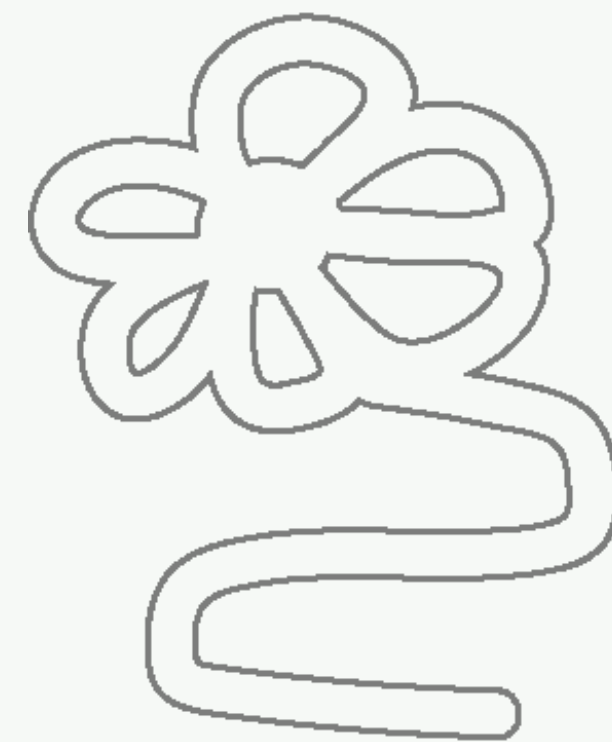


03

ETC.

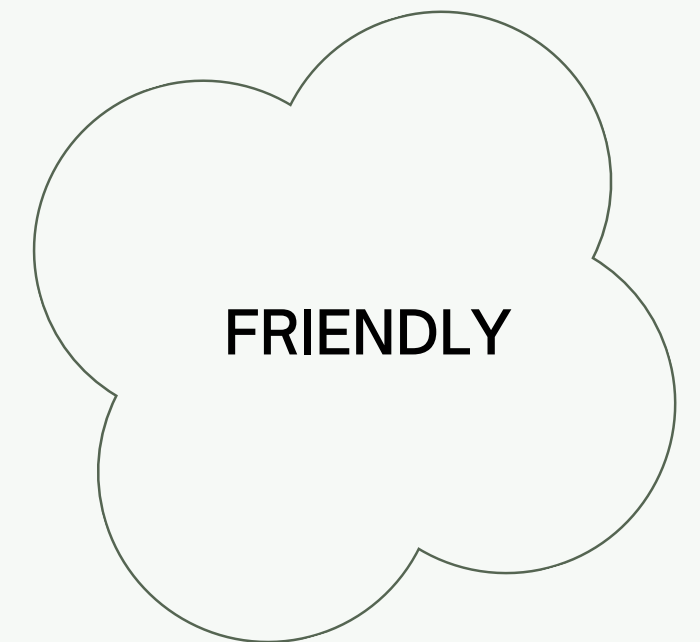
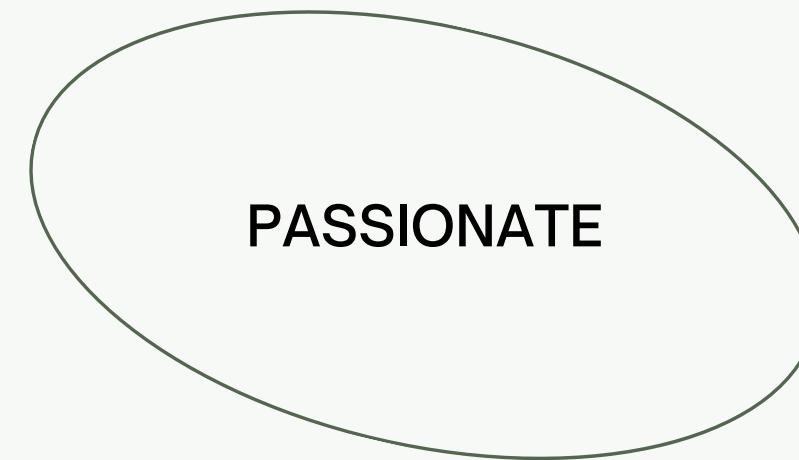
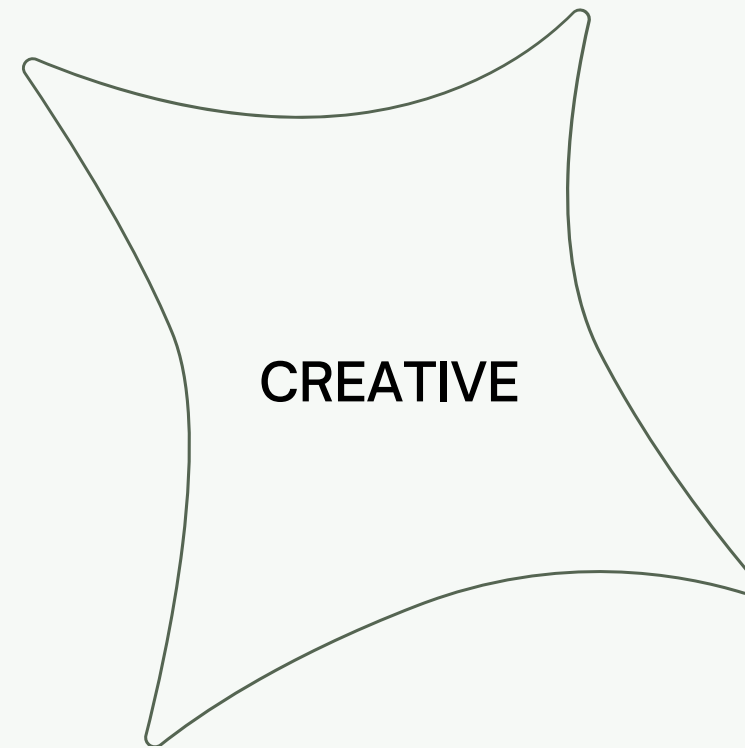
/ Hobbies and Interest  
/ Activity and awards

# ABOUT ME



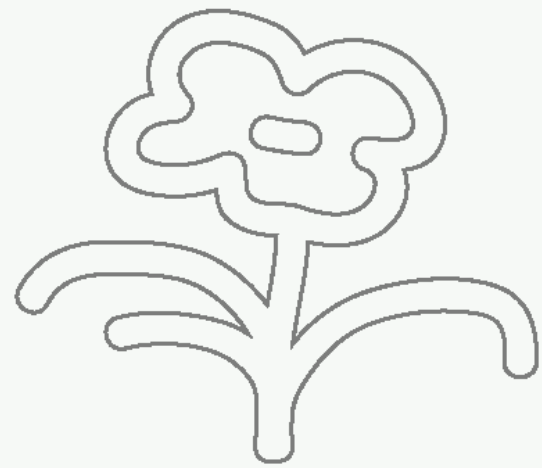


# MY VALUES



# WHAT I BELIEVE

*"..I BELIEVE THAT GOOD ADVERTISING CAN BE ABLE TO CHANGE AND INSPIRE PEOPLE TO THE BETTER.."*



# OH HELLO !

IT'S POBPORN UMBOON

I consider myself as a right-brained thinker who is passionate about **Art, Advertising, Branding** and **Graphic Design** with an advertising and marketing background working with concepts and bringing ideas to life.

Get in Touch!

+66 8095611911

pobpohn5@gmail.com

## EDUCATION

2018-2022

**Thammasat University**

- Faculty of Journalism and Mass Communication (Advertising Major /Photography and Film Minor)

2015-2017

**Maharakham University Demonstration School**

- English-Gifted Program ( French Major )

## EXPERIENCES/AWARDS

2023

**Dear and More** coffee shop and lifestyle selected store

2022

Internship as **an art director** and graphic designer at **CJ WORX** company

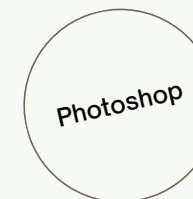
2020

**X Campus Ads Idea Contest 2020 - (Third Place in the contest)**

2018

**Personal Page / Independent Tattoo designer**  
(@kdyyyyyy2 / @mieorangeandhismoonlight)

## TOOLS



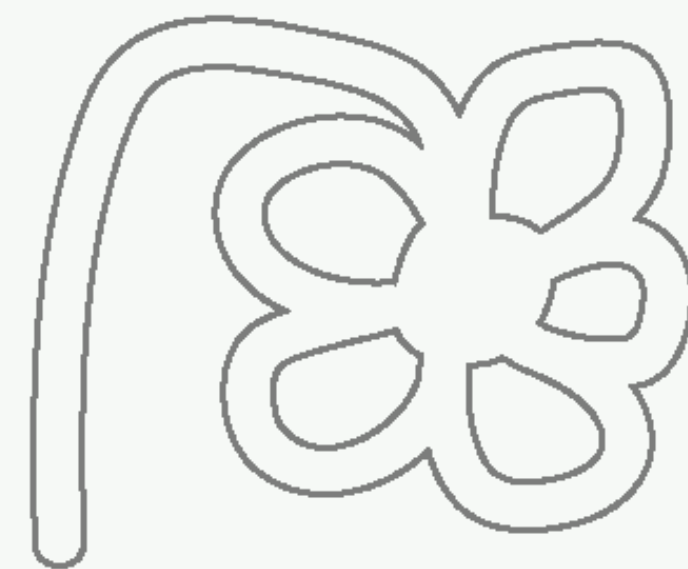
## STRENGTHS

- Creativity
- Problem Solving
- Conceptual Thinking
- Graphic and Advertising design skills
- Strong Communication

## INTEREST

- Reading
- Walking
- Writing
- Film / Podcast
- Drawing / Digital Art
- Architecture and Interior Design

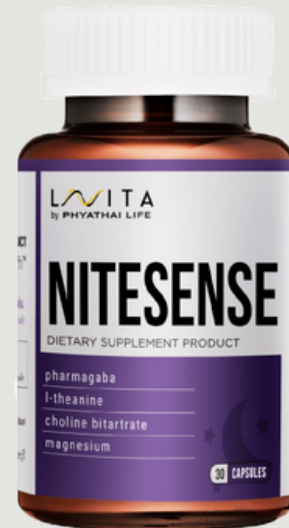
# ADVERTISING PROJECTS





# 01. LAVITA

Advertising and Marketing Communication  
Campaign Planning



**LAVITA**

BY PHYATHAI LIFE

TEAM ROLES

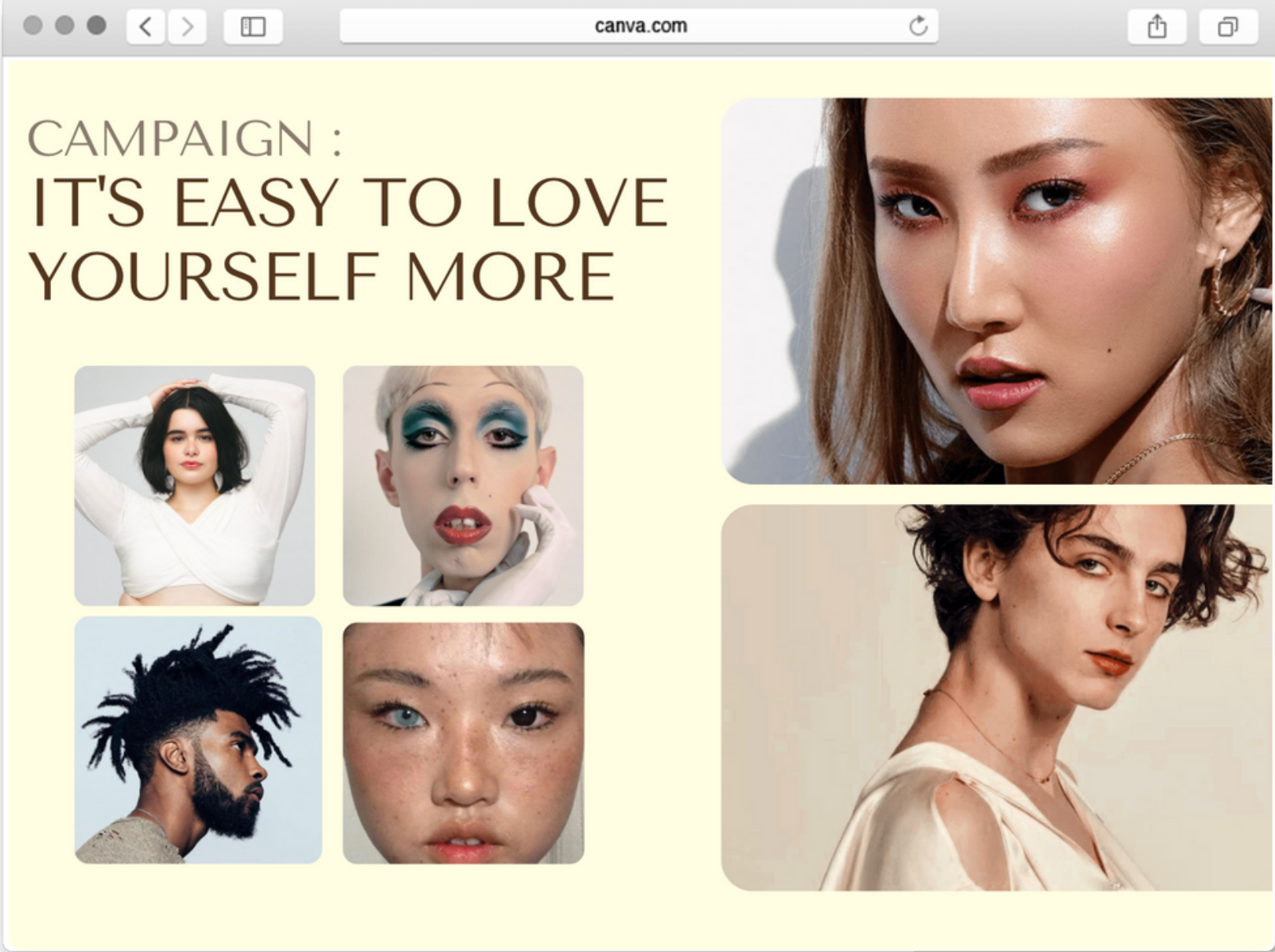
## *Head of creative team*

- Developed Concept and Content
- Brainstormed ideas for Story Board
- Designed Campaign Executions
- Designed Product Packaging

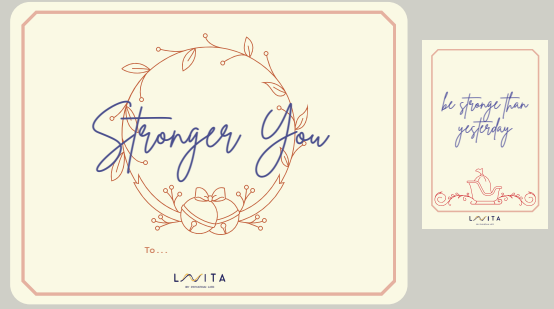
# ABOUT LAVITA



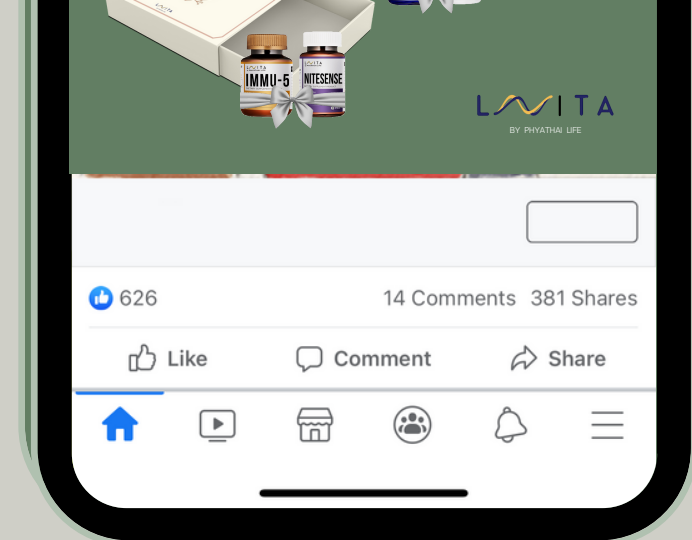
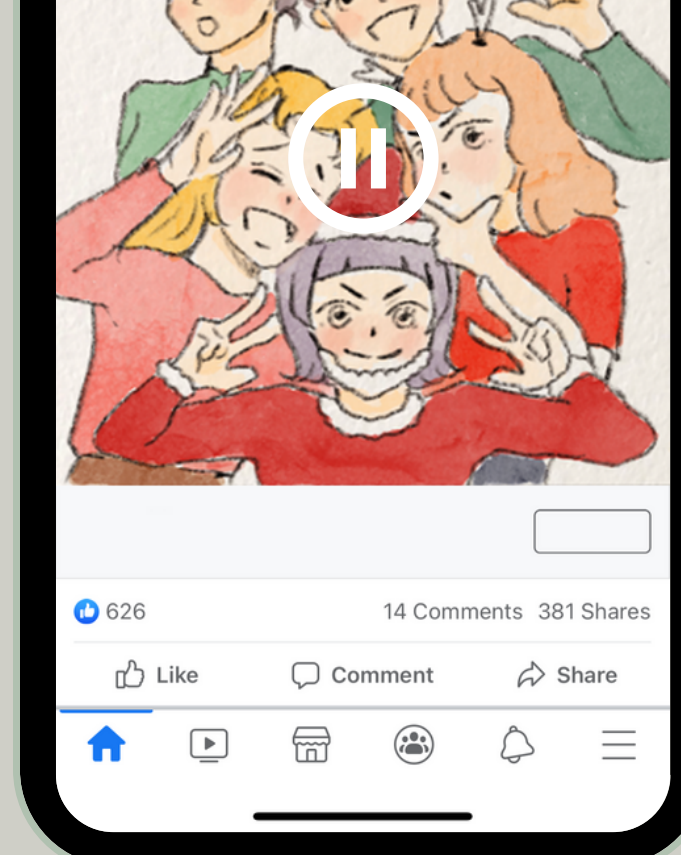
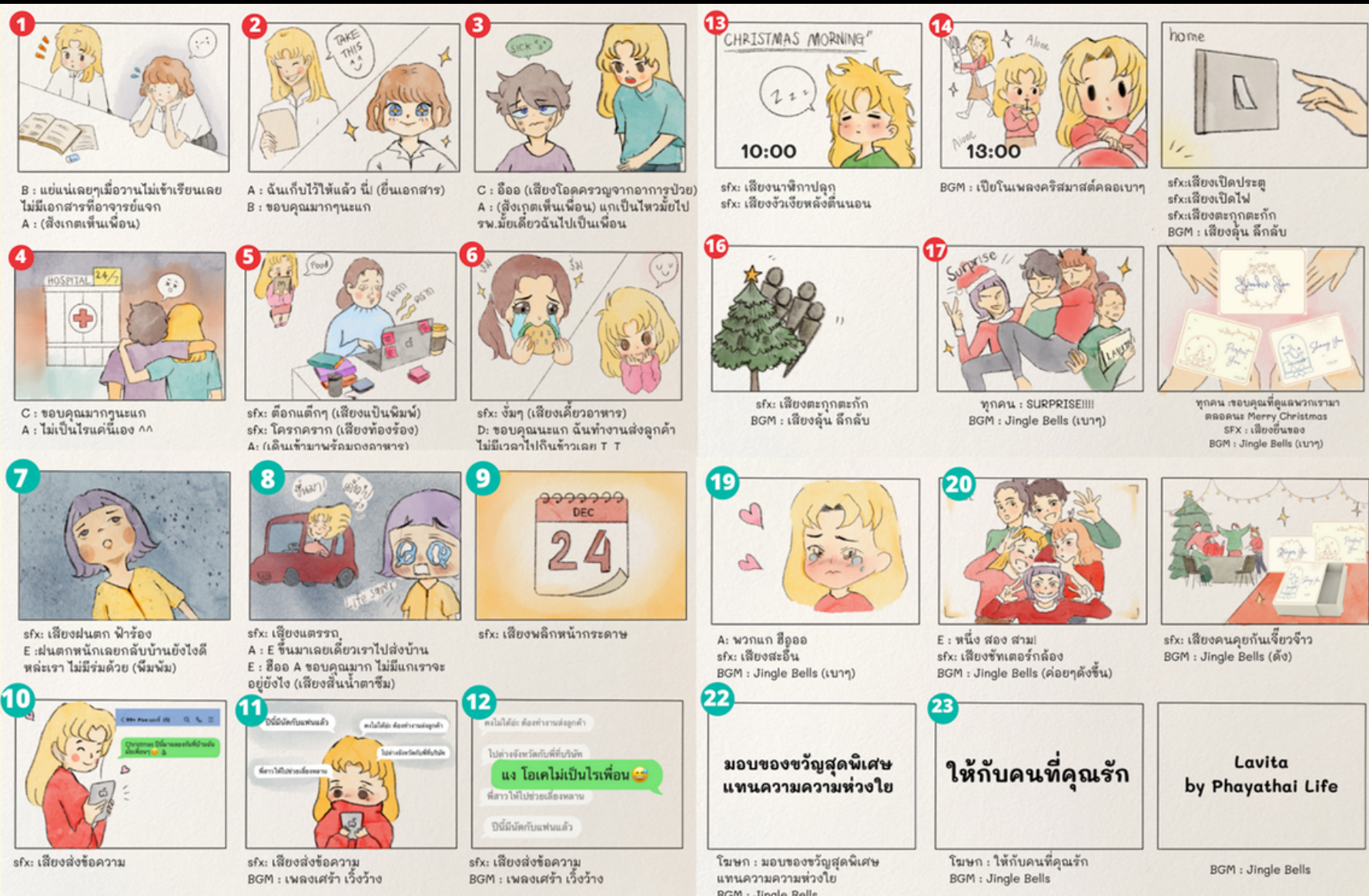
LAVITA By Phayathai Life is a premium multivitamins and nutritional supplement brand which is suitable for different types of lifestyle.



- Developed Core Concept and Contents
- Designed Product Packaging



- Brainstormed ideas for Story Board
- Designed Campaign Executions





# 02. CAMILA

Strategic branding Campaign



## TEAM ROLES

### *Head of creative and graphic team*

- Brainstormed and Developed Core Concept
- Developed Brand Strategy
- Designed Brand Logo, Brand Icons, Brand Packagings and Website

# ABOUT CAMILA



Camila is a heating patch for menstrual cramps. This campaign is a part of Strategic branding Communication Class. Our main task was to create our own brand, product and to design the brand communication. We designed our brand focusing on women inspired by the understanding of menstrual cramps, a monthly struggle for a lot of women.



## Brand Core Concept

" I WISH YOU "

เพราะเราเห็นความสำคัญของปัญหาที่ผู้หญิงทุกคนต้องเผชิญในทุกๆเดือน จึงเป็นที่มาของ Concept "I wish you.." เพราะแบรนด์ของเราปรารถนาให้ผู้หญิงทุกคนมีวันที่ดี เมื่ออยู่ในช่วงที่อ่อนไหวที่สุดของเดือน



- Brainstormed and Developed Core Concept

# Designed

- Brand Packagings
- Brand Logo
- Brand Icons
- Website



## Brand Logo

## Registration

### BRAND ICON

น้องเสือเพศหญิงชื่อ CAMILA  
มีนิสัยขี้อ้อน น่ารัก อ่อนหวาน จิตใจดี



### BRAND ICON

CAMILA Sticker line ให้สามารถดาวน์โหลดได้  
ฟรีโดยเปิดให้ดาวน์โหลดในช่วงเปิดตัวแบรนด์ มี 6  
stickers และมีอายุการใช้งาน 60 วัน หลังจากนั้น  
อาจทำเป็นตามเทศกาล เพื่อให้ลูกค้าหรือผู้ใช้อื่นๆ  
เกิด Awareness ผ่าน Sticker line

# Our Product





# 03. WELL-LY

Innovation in advertising



## TEAM ROLES

*Head of graphic team and a member of creative team*

- Designed Brand Logo, Brainstormed and Developed Core Concept
- Designed and Created Branded Contents

- *Designed Brand Logo*
- *Brainstormed and Developed Core Concept*

*Brand Logo*

**WELL-LY**

## What's **WELL-LY** ?

Well-Ly is your post-party buzz just got more fun with this refreshing jelly supplement. It has all the goodness to relieve hangovers and keep your liver happy.

PRICE  
39 BAHT

SIZE  
150 ML.



yuzu flavor



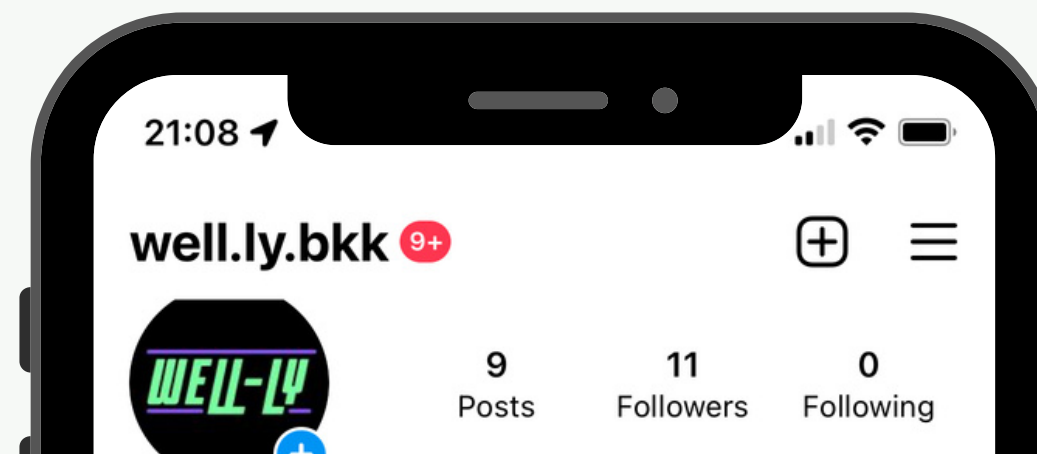
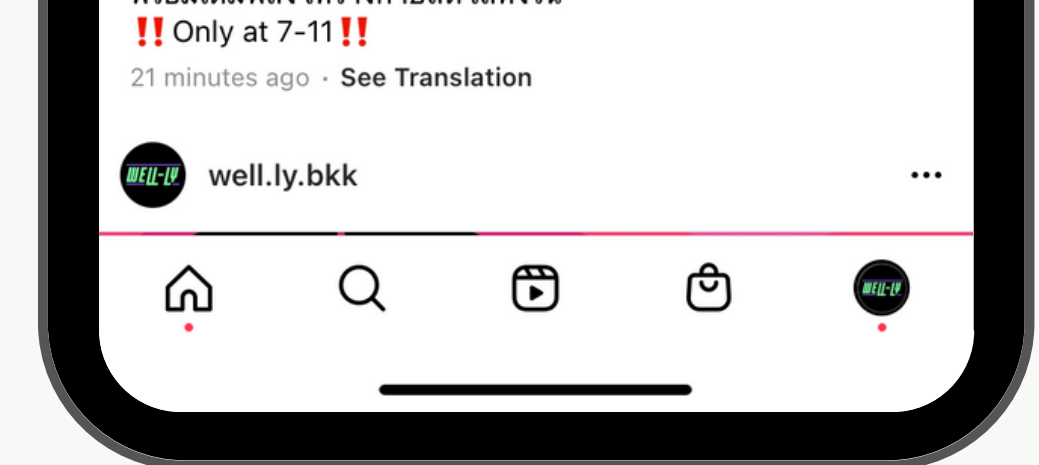
mixed berry flavor

## Key Idea

**Joy the night,  
Light the day**



- *Designed and Created Branded Contents*





# 04. AJINOMOTO

Innovation in Advertising



## Team Roles

*Head of graphic team and a member of creative team*

- Designed Brand Logo, Brainstormed and Developed Core Concept
- Designed and Created Branded Contents



- *Brainstormed and Developed Core Concept*  
“1 step สู่ความอร่อยแบบมือโปร”

## BIG IDEA

### 1 step สู่ความอร่อยแบบมือโปร

การใส่ผงชูรส Ajinomoto จะทำให้รสชาติอาหารของคุณ อร่อยกลมกล่อม  
เพียงแค่ 1 ขั้นตอนในการปรุงอาหาร ก็สามารถทำให้ทุกจานอาหารของคุณ  
สมบูรณ์แบบอย่างมือโปร



# STRATEGIC FRAMEWORK

|                               |  |
|-------------------------------|--|
| business problem & commu obj. | Gen Z มี tension ว่า การใช้ผงชูรสไม่ได้ช่วยให้ทำอาหารเก่งขึ้น แคมยังเสียเวลามากกว่าเดิม ดังนั้นต้องโน้มน้าวให้กลุ่มเป้าหมายรู้สึกว่าการใช้ผงชูรส Ajinomoto อีกแค่ 1 ขั้นตอนทำให้รสชาติอาหารอร่อยกลมกล่อมขึ้นกว่าเดิม ซึ่งหมายความว่ากลุ่มเป้าหมายก็ทำอาหารเก่งขึ้นด้วย |
| strategic idea                | 1 step สู้ความอร่อยแบบมือโปร   |
| consumer stage                | Consideration  |
| barrier                       | คิดว่าการใช้ผงชูรสเป็นการเพิ่มความยุ่งยาก เสียเวลามากกว่าเดิม  |
| room/opportunity              | กลุ่มเป้าหมายมีความเชื่อมั่นในตัวเองสูง ดังนั้นถ้ากลุ่มเป้าหมายสามารถทำอาหารออกมาได้มีรสชาติอย่างที่คาดหวัง/ต้องการก็จะเกิดความภาคภูมิใจในตัวเอง   |
| strategic task/commu task     | สื่อสารผ่าน <b>Food Content Creators</b> บน Tiktok/YouTube และ Social Platform อื่นๆ ว่าผงชูรส Ajinomoto เป็นตัวช่วยที่ช่วยเสริมความมั่นใจให้กับกลุ่มเป้าหมายว่าจะทำให้รสชาติอาหารของกลุ่มเป้าหมายมีความอร่อย กลมกล่อมขึ้นได้แบบมือโปร                                 |

# ONLINE VIDEO 15 SEC.

**OBJECTIVE:** Awareness, inform, Image Perception  
**PLACEMENT :** Youtube Non-Skippable Ads 15 sec., Line tv, Viu, Wetv, iqiyi

**Mood and Tone :** Slice of Life, funny  
**Duration:** มกราคม-เมษายน

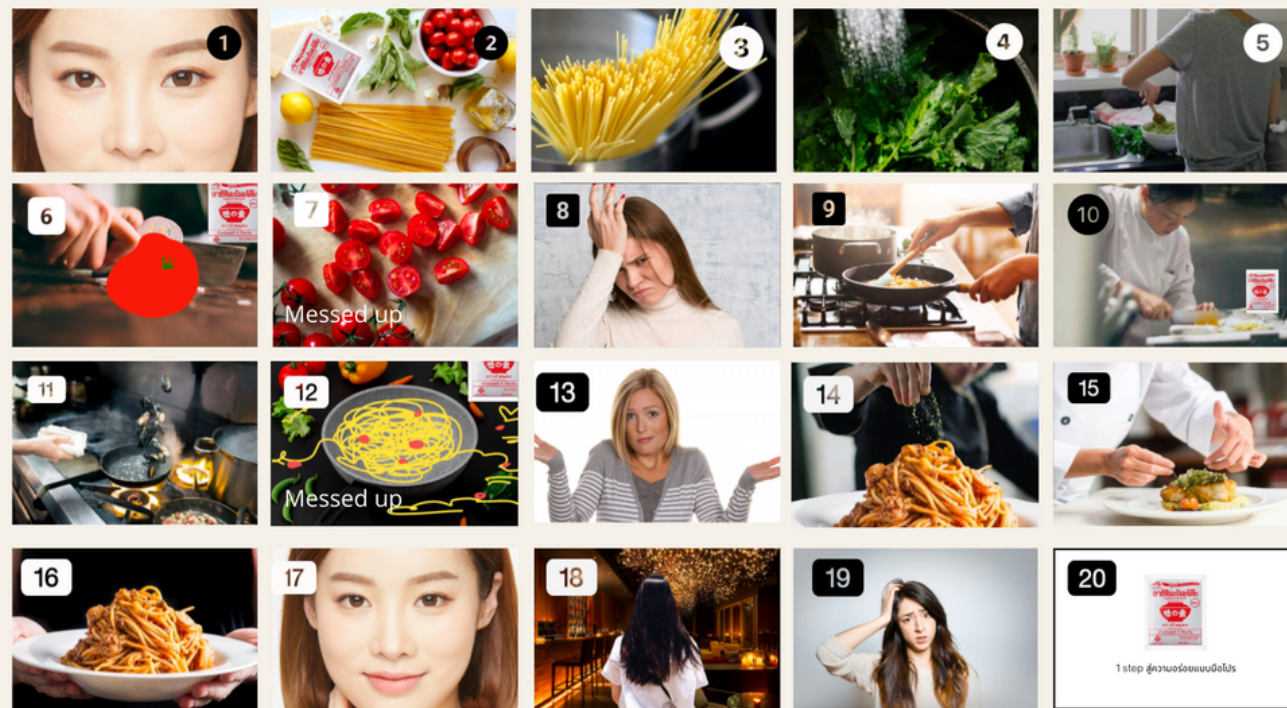
**Content :**  
 เป็นวิดีโอ 15 วินาที เนื้อหาเกี่ยวกับผู้หญิงที่เป็นคนทำอาหารมือใหม่ที่ชอบและสนุกในการทำอาหาร เล่าถึงช่วงเวลาการทำอาหารของเธอที่รู้สึกเหมือนว่าตัวเองเป็นเชฟในรายการทำอาหาร โดยในตอนสุดท้ายจะมีการใส่ผงชูรสอายิโนโมะโต๊ะในอาหารของเธอ เพื่อที่อาหารของเธอจะอร่อยเหมือนเชฟมือโปรเพียงแค่ว่าเพิ่มอีกสแตปในการปรุงรส

**Remarks :** ภายในคลิปจะมีการสอดแทรกจากตลกเกี่ยวกับเหตุการณ์ระหว่างทำอาหาร (Expectation vs Reality) เข้าไปเพื่อเพิ่มสีสันความสนุกให้กับตัวโฆษณา

**เหตุผลประกอบ :** การทำวิดีโอที่มีพล็อตเรื่องน่าสนใจและสนุกสนาน และนำเสนอเนื้อเรื่องที่เป็นแบบ slice of life ให้สามารถเข้าถึงกลุ่มเป้าหมายมากขึ้น การทำวิดีโอที่มีเนื้อหาสนุกมีโอกาสในการเป็น Viral Content ได้อีกด้วย

Ajinomoto

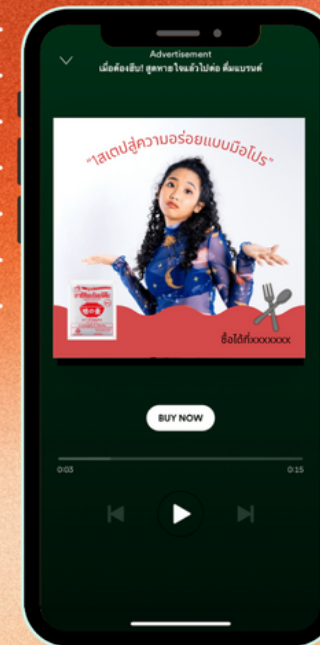
## Storyboard



# RADIO CONTENT

**OBJECTIVE:** Awareness, Inform, Drive Sale  
**PLACEMENT :** Spotify, Joox  
**DURATION:** มกราคม/เมษายน

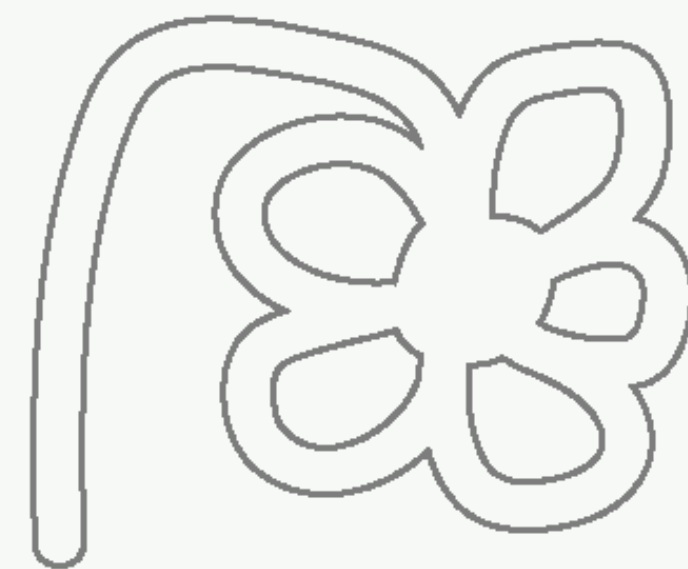
Jingle ในรูปแบบของเพลงแร็ป ร้องโดย มิลลิ(MILLI) โดยเนื้อหาเพลงจะเน้นให้เกิดความสนุกและจดจำง่าย มีการพูดถึง Core Idea "1 step สู้ความอร่อยแบบมือโปร" ในท่อนเพลงและมีการปิดท้ายด้วยช่องทางสั่งซื้อ เนื่องจาก การใช้ Jingle ที่เป็นเพลง Rap ในการสื่อสารสามารถเข้าถึงกลุ่มเป้าหมายได้ดีและเนื้อหายังมีความสอดคล้องกับ Platform การฟังเพลงอีกด้วย



• Designed and Created Branded Contents



# GRAPHIC DESIGNS



02

EVERYTHING IS CAKE



Brand : ETE Ice-cream

Product : ETE Ice-cream Strawberry Cheesecake

Concept : Everything is CAKE

Subject : JC381 Retouching for Digital Photography



Brand : Sealect

Product : Sealect Tuna Steak in Spring Water

Concept : The Real Taste of the sea

Subject : JC381 Retouching for Digital Photography



Here



Here



Here

Brand : Apple

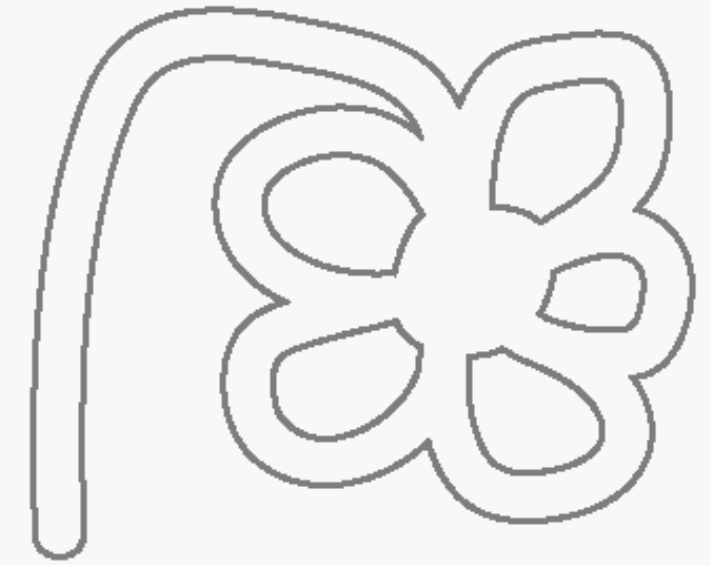
Product : AirTag

Concept : "HERE"

Subject : JC381 Retouching for Digital Photography



# WEBSITE DESIGNS





Brand : LG

Product : LG OED C1

Concept : Lit The Game Begin

Subject : JC366 ADVERTISING DESIGN

HOME PAGE FEATURE LOG IN

# LG OLED C1

CONTACT SHOP NOW

HOME PAGE FEATURE LOG IN

# ARE YOU READY...

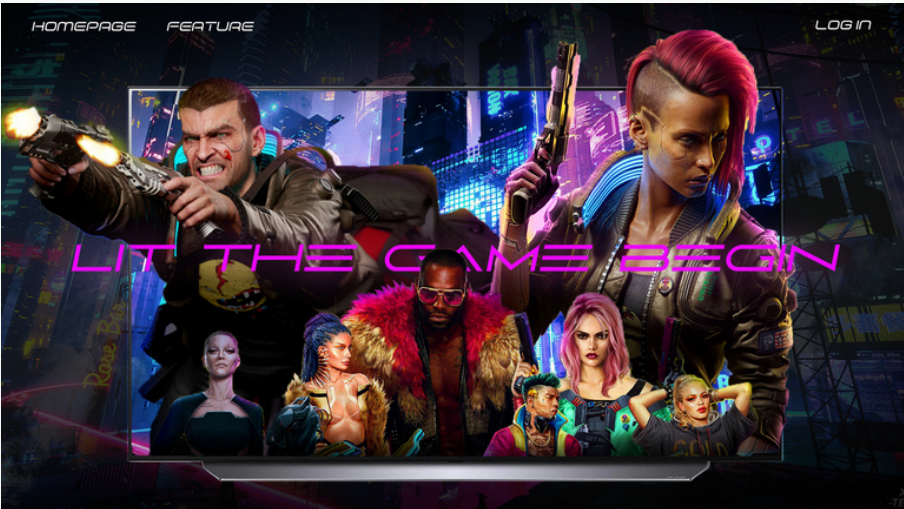
CONTACT SHOP NOW

HOME PAGE FEATURE LOG IN

# LIT THE GAME BEGIN

CONTACT SHOP NOW

HOME PAGE FEATURE LOG IN



# LIT THE GAME BEGIN

HOME PAGE FEATURE LOG IN



# LG OLED C1

HOME PAGE FEATURE LOG IN

## LG OLED C1


 เทคโนโลยีจอแสดงผล OLED (ORGANIC LIGHT EMITTING DIODES) ที่ประกอบด้วยชั้นอินทรีย์ที่เปล่งแสงด้วยแสงสว่าง และชั้นป้องกันแสงสะท้อนที่ช่วยเพิ่มประสิทธิภาพการแสดงผลให้ดียิ่งขึ้น


 สนับสนุนการเชื่อมต่อคอนโซลเกม PS5, XBOX SERIES X และ PC สำหรับการเล่นเกมที่มีประสิทธิภาพสูงสุด


 GAME OPTIMIZER สำหรับปรับแต่งเกมให้เหมาะกับจอแสดงผลของคุณ


 เทคโนโลยีการปรับความถี่จอแสดงผล G-SYNC & FREE SYNC เพื่อป้องกันอาการกระตุกและภาพซ้อน


 OLED C1 เป็นจอแสดงผลที่รองรับ Dolby Vision และ HDMI VRR ALLM สำหรับการเล่นเกมที่มีประสิทธิภาพสูงสุด

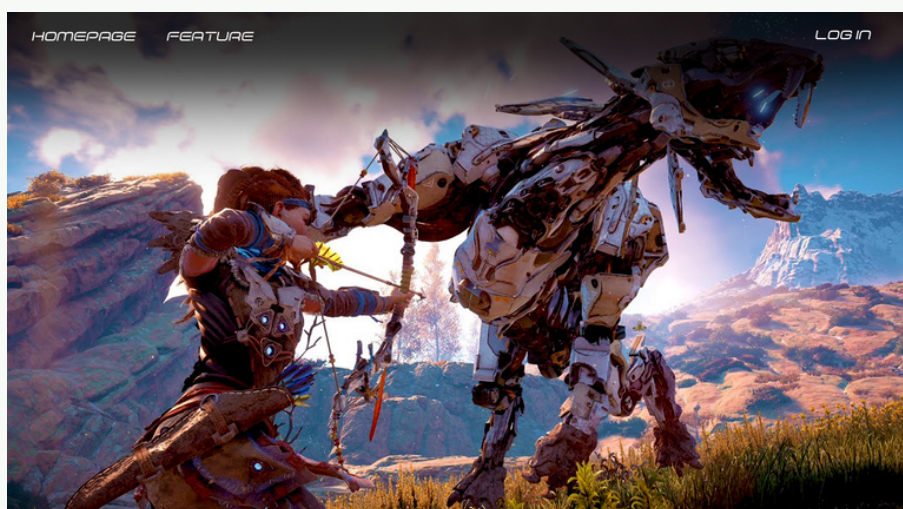
HOME PAGE FEATURE LOG IN



HOME PAGE FEATURE LOG IN




HOME PAGE FEATURE LOG IN



HOME PAGE FEATURE LOG IN



HOME PAGE FEATURE LOG IN

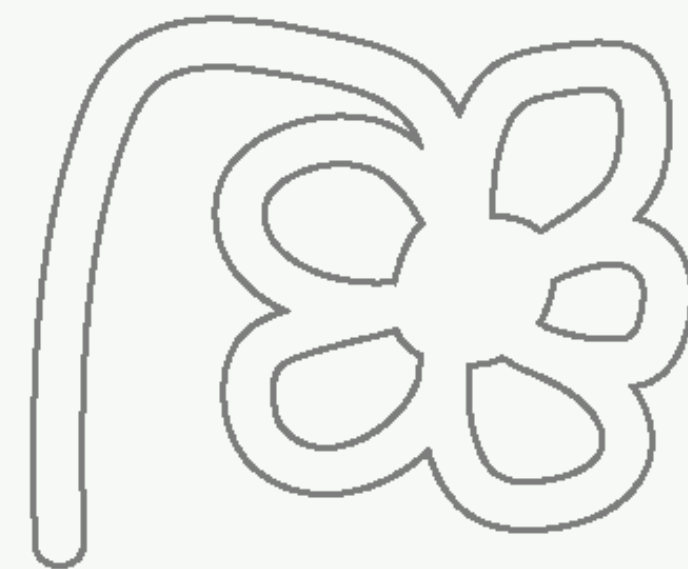


ARE YOU READY TO  
LIT YOUR  
GAME BEGIN

SHOP NOW

Lit The Game Begin

# PHOTOGRAPHY





Type : Editorial Photography  
Style : DIY Tabletop Photography / Food Photography  
Concept : Authentic food



Type : Product Photography  
Style : Advertising Photography  
Concept : Shinning  
Product : Full Moon White Wine Cooler

---



Type : Product Photography  
Style : Advertising Photography  
Concept : Enriched Coffee  
Product : a bottle of life (Personal project)





Type : Portrait and Stage Photography

Style : Photography with concept

Concept : Capitalism



Type : Portrait Photography (Experimental)

Style : Photography with Concept

Concept : Power of Woman



(a.)



(a.)



(a.)



(b.)



(b.)



(a.)



(a.)



(a.)



(c.)



(c.)



(c.)

(a.) Type : Portrait Photography ประเภทความบันเทิง  
Style : Magazine (a day magazine )  
Concept : Thai Future

(b.) Type : Fashion Photography (Experimental)  
Style : Magazine  
Concept : Confined Space (The Night )

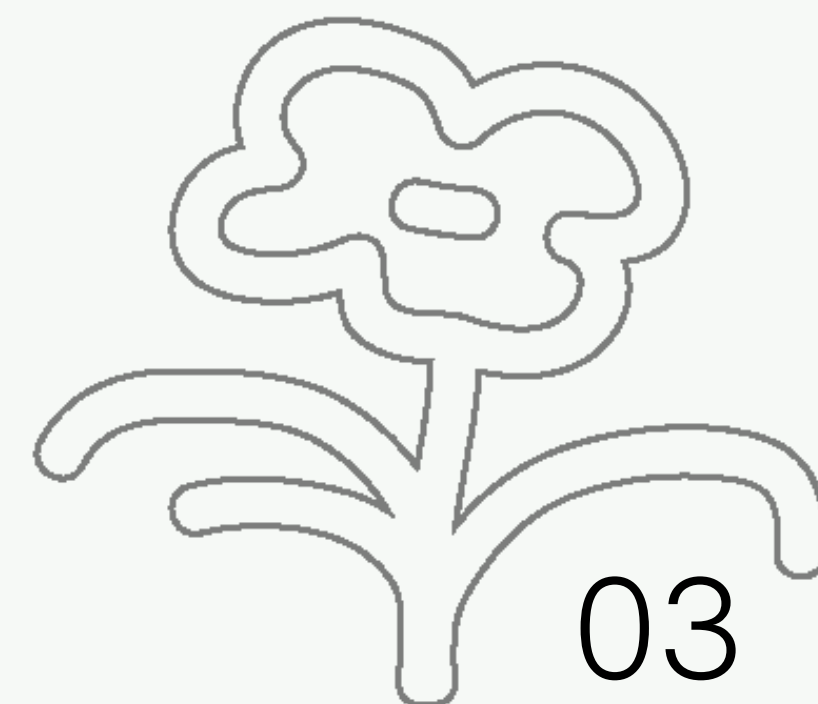
(c.) Type : Fashion Photography (Experimental)  
Style : Magazine  
Concept : Confined Space (Lost in Wonderland )

# VOGUE

KEY LOOKS  
FROM  
THE NEW  
COLLECTIONS

THE NEW GENERATION  
RINRADA  
JONGPATTANA

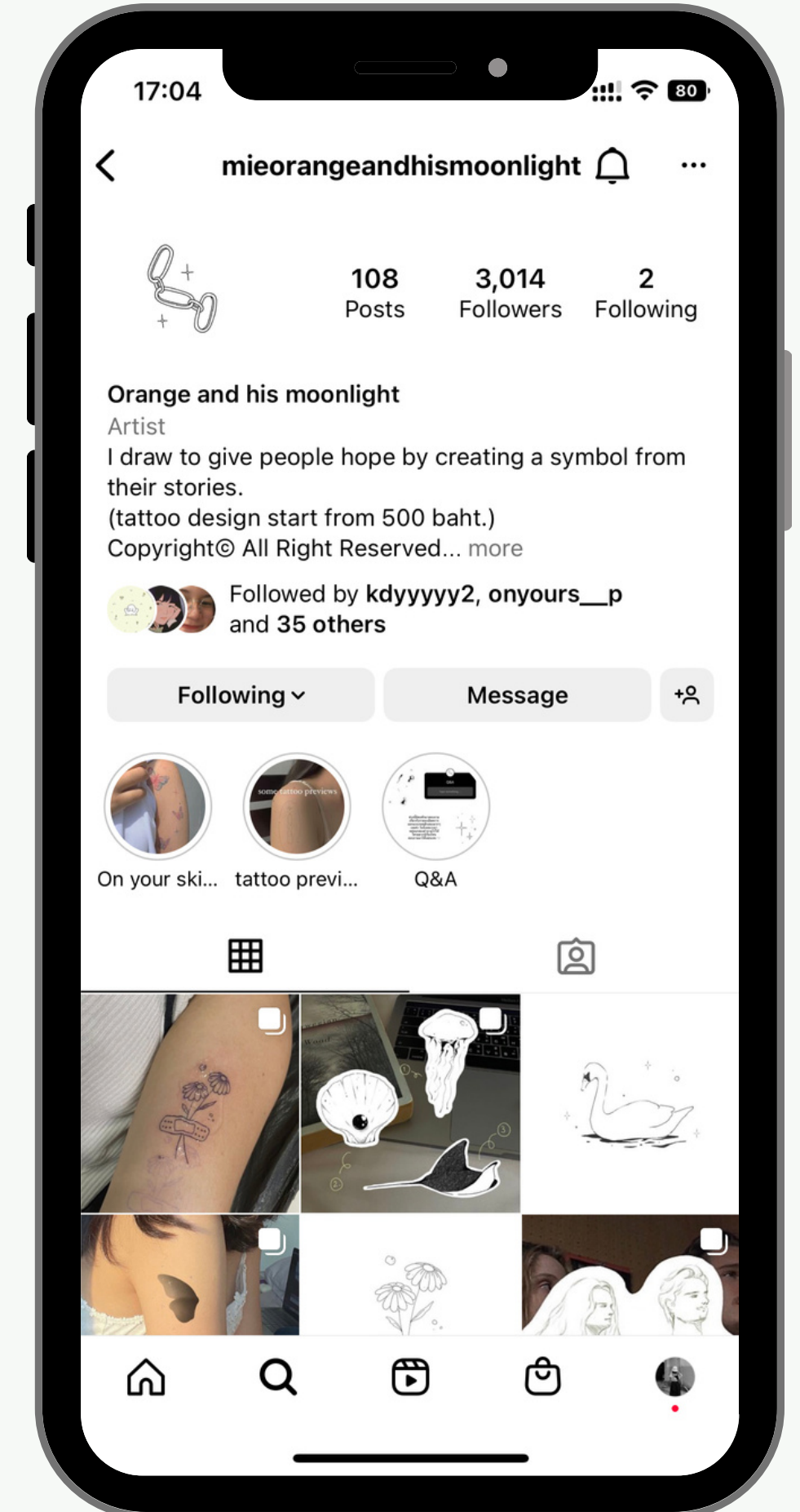
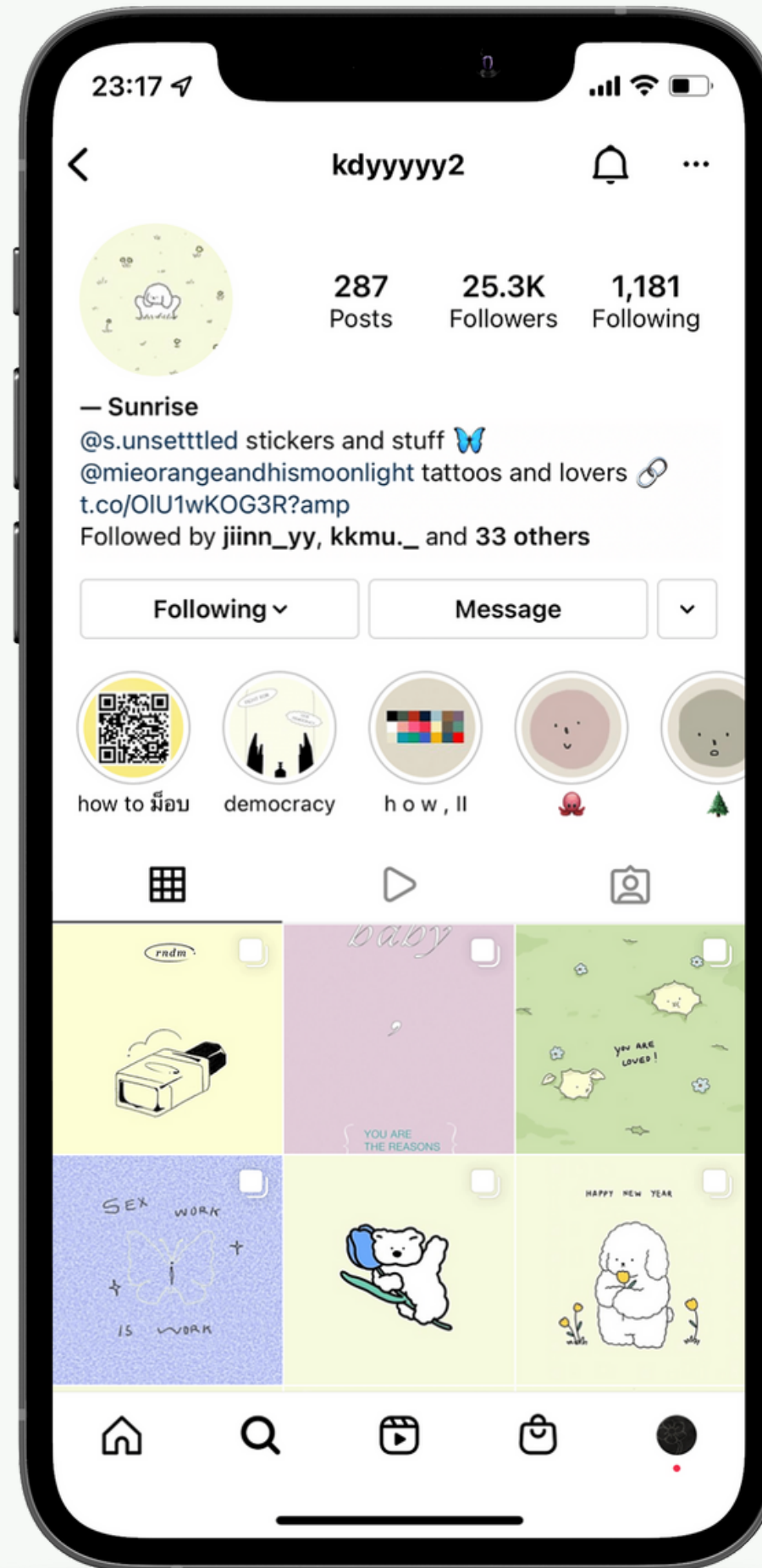
# HOBBIES & INTEREST



# PERSONAL PAGES

*“Art brings people together so I put my passion into the artworks to connect with them”*

Not only to kill my boredom but I want to create a comfort space and safe place where people can experience a small happiness and heal their soul through my artwork.






# MINI-BOOK DESIGN (PERSONAL PROJECT)

a Mini-Book Donate Gift for Johnny birthday project 2021 / JCCT

I designed the book based on earthy tones used in my designing style to give a friendly, soft and cozy vibe which is inspired by the way I feel about Johnny's personality.

**Personal info.**



Name: Johnny Bah, 巴比, 바비  
 Birthday: February 8, 1995  
 Bloodtype: B  
 Nationality: American  
 Birthplace: Chicago, United States  
 Hobby: Photography, Reading, D'Ang.  
 Position: Sub Rapper, Sub Vocalist, Lead Dancer

**Fun facts**

1. Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.
2. Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.
3. Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.
4. Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.
5. Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.
6. Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.
7. Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.
8. Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.
9. Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.
10. Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.
11. Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.
12. Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.

**ROOKIES**




Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.

**LIMITLESS**




Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.

**Cherry Bomb**



Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.

**Chain**



Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.

**TOUCH**



Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.

**regular irregular**



Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.

**Highway to Heaven**



Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.

**NEO ZONE**



Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.

**WAKY WAKY**



Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.

**Superhuman**



Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.

**PUNCH**



Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.

**JOHNTOGRAPHY**



Johnny는 미국에서 태어난 가수입니다. 그는 미국에서 태어난 가수입니다.

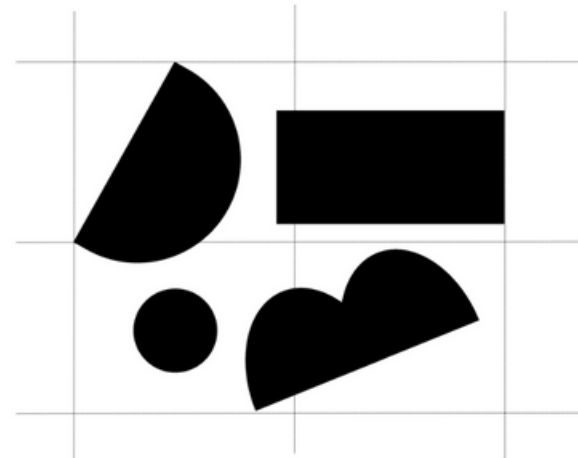
# dear & more

**Dear & more** is a tiny coffee shop and lifestyle selected shop based in Patio, Yasothorn inspired by its owner's passion in coffee and fashion aims to bring good quality of coffee the small town and to make specialty coffee *a little more friendly and accessible*. With the concept "**From passion to something more**" The designs , brand identity convey the uniqueness of dear & more in a *minimalist style, but still with a friendly and fun touch*.

LOGO.

dear & more

NOT TOO MINIMAL TO NOT BE FRIENDLY AND FUN



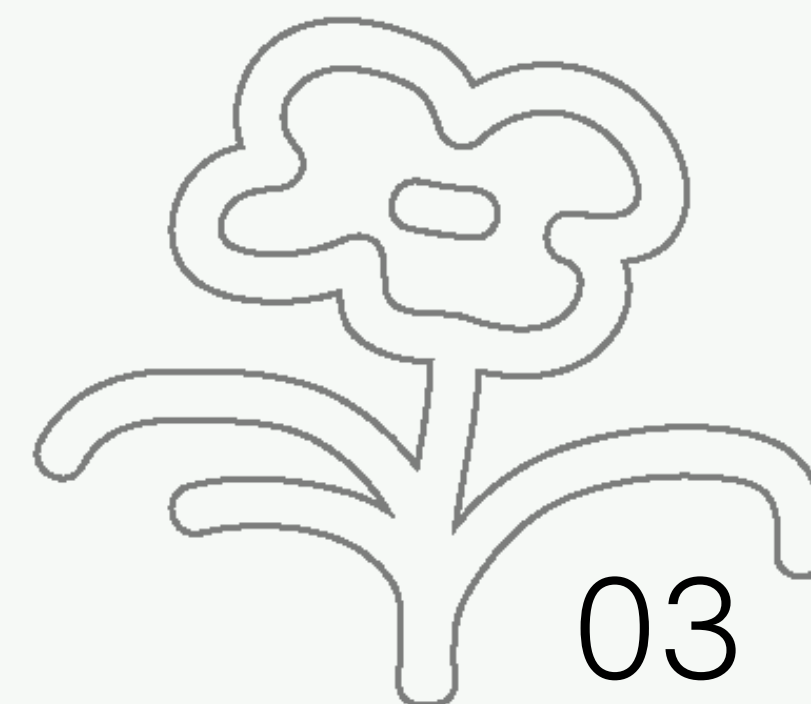
the logo design inspired by the symbols of the what does dear and more(ness) is in varies of simple shapes which consists of 1. (D) is drinks and also the name of its owner , Dear. 2. (a rectangle shape) is Space and also the design of our shop where you can enjoy your drinks here 3. (M) shape is other goods , the experiences and more.

we keep the design in a minimal style but not too minimal so it could be friendly and fun too.



CONCEPT : FROM PASSION TO SOMETHING MORE . .

# ACTIVITY & AWARDS





## AWARDS

### X Campus Ads Idea Contest 2020

- Won third Place in the contest
- Portrayed creative team leader with core concept development, content development and advertising executions design



## ACTIVITIES

### Hello Baby Bird 2018

- Portrayed as a Member of Light and Sound Team
- Designed Lighting for the show
- Prepared a place for various activities to be ready for the scheduled

### Trip Varasarn 61

- Portrayed a head of Location Team and a treasurer
- Coached team members and be responsible for overseeing all activities within a team
- Provided rooms and meeting rooms for a thousand people
- Prepared a place for various activities to be ready for the scheduled
- Procured and borrowed equipment for activities
- Prepared annual and event or activity specific budgets



### JC First Meet 2019

- Portrayed a member of sponsor team and activity team
- Designed and run the activity
- Prepared a place for activities to be ready for the scheduled

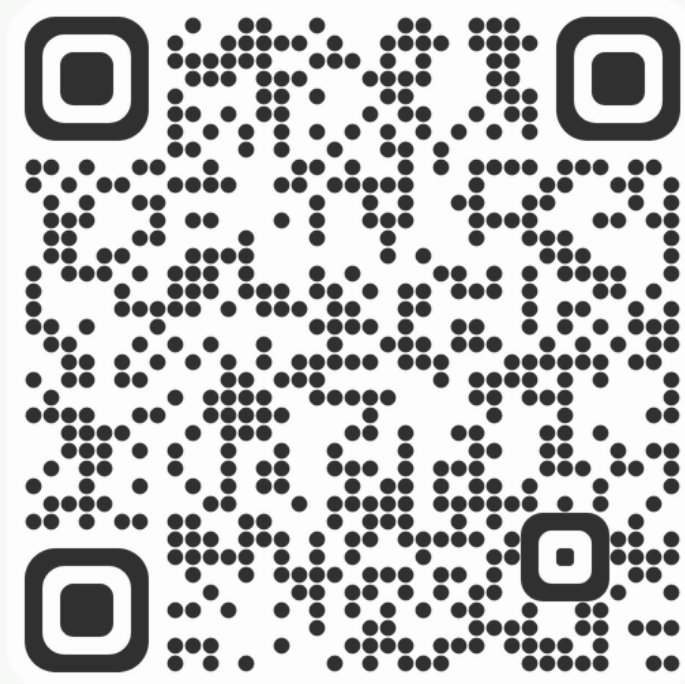


### JC 61 Student Committee 2020

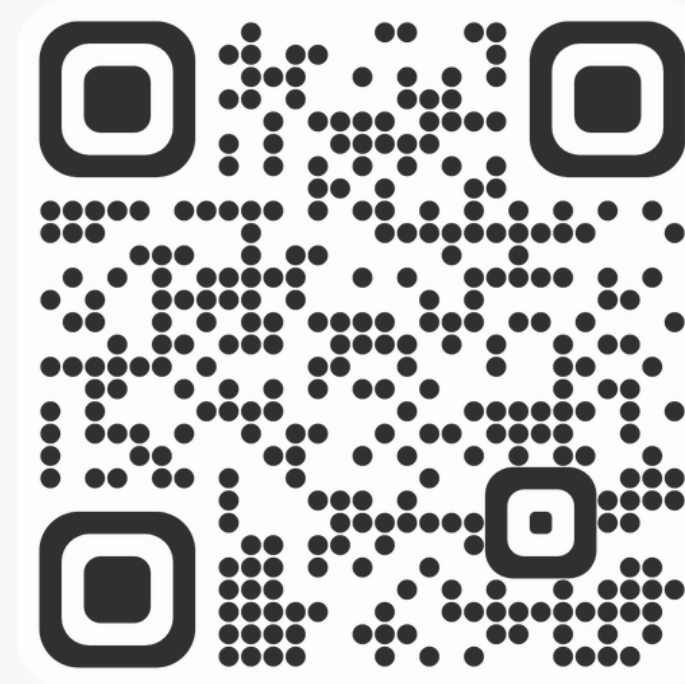
- Portrayed a member of JC61 Student committee
- Organized social events for the society
- Prepared annual and event or activity specific budgets
- managed a complex programme of events in collaboration with a wide range of student groups and partner organizations in the community

## ACTIVITIES

SCAN ME !



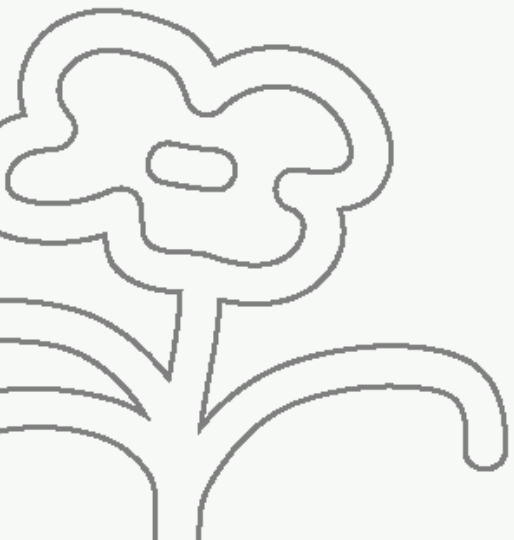
UNIVERSITY PROJECTS



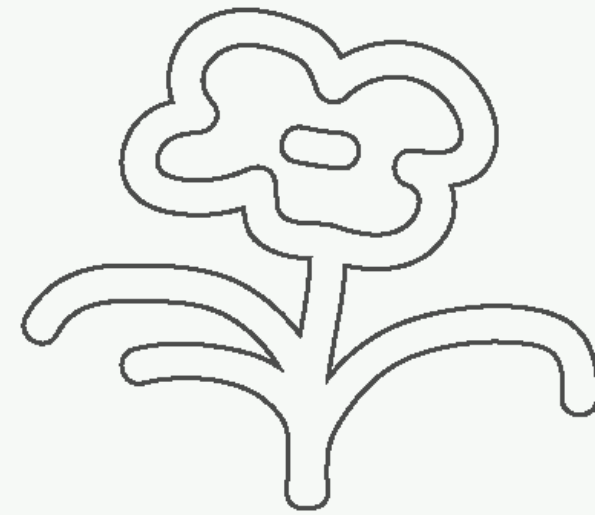
BEHANCE



INSTAGRAM PAGE  
@KDYYYYY2



# LET'S WORK



# TOGETHER!

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DING.

pobpohn5@gmail.com

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