

CHONLAPAT PATTARARITTIGUL

RESUME

Birthdate 16 November 1992

Education BFA in Visual Communication Design, Ewha Womans University

Skills Adobe Photoshop, Illustrator, Indesign, After Effect, Blender

Language Thai, Korean, English

Contact (66) 84 221 7509, chonpat.p@gmail.com



PROJECT EXPERIENCES

Oct 2015 - Nov 2015	Khaotan Khunmanee, CACC	Brand Identity
Oct 2015 - Nov 2015	S+ART UP newspaper	Design research and Editorial
Jun 2015 - Aug 2015	Baan Lampang Folk Museum	Brand Identity
Jul 2020 - Sep 2020	Pencil	Editorial, Illustration
Sep 2021 - Feb 2022	Can live without Smartphone	Book art design
Jun 2020 - Feb 2022	Seven	<i>Design Studio's</i> Graduated project

WORK EXPERIENCES

Sep 2015 - Jan 2016	Innerbus (Intern)	Blog contents design
Oct 2015 - Nov 2015	Tiger Travel Agency	Logo, Mascot design
Jun 2015 - Aug 2015	Daypoets Publishing	The Lunch Box (Spring-Summer) Bookazine Content creation for Seoul part)
Jul 2020 - Sep 2020	Adelio Cosmetics	Thailand website layout design
Sep 2021 - Feb 2022	Play Along Design studio (Junior Designer)	Thongsmith uniform design, Sizzler to go package design, etc. and souvenir design, Choose the loose Brand book design
Jun 2020 - Feb 2022	WaanD Dessert	Mascot design, promotional online content design, package design

ADDITIONAL EXPERIENCES

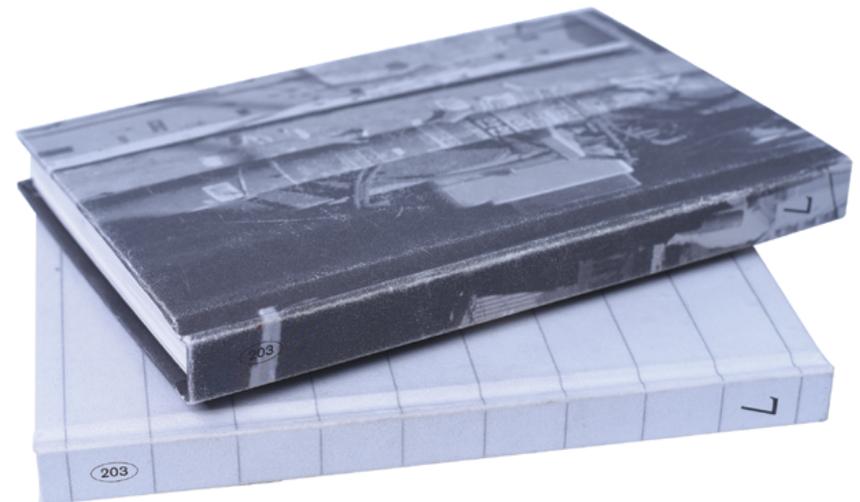
June 2020 - Feb 2022	Freelance Translator	Korean to Thai book translation, Korean to Thai subtitle translation
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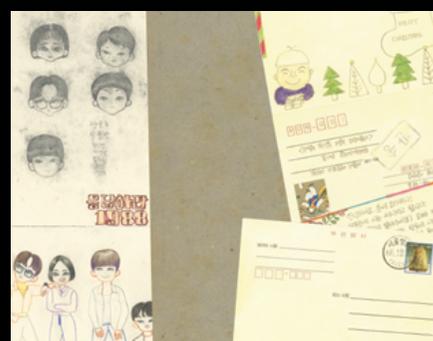
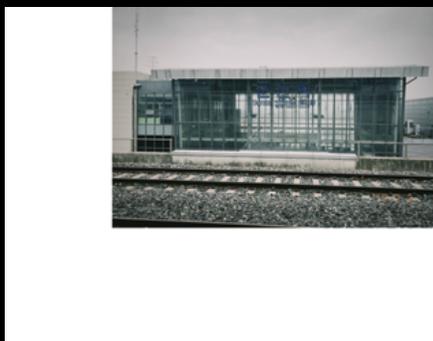
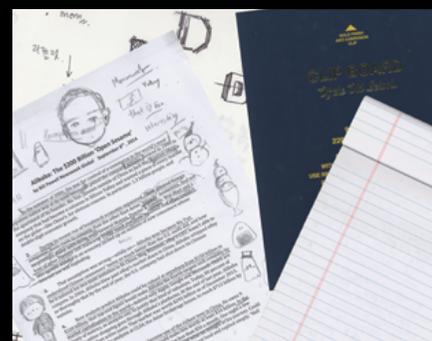
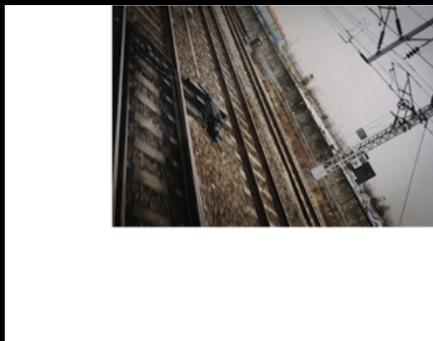
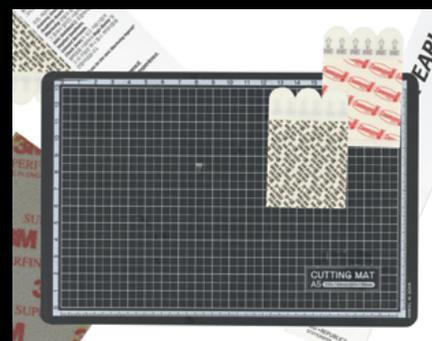
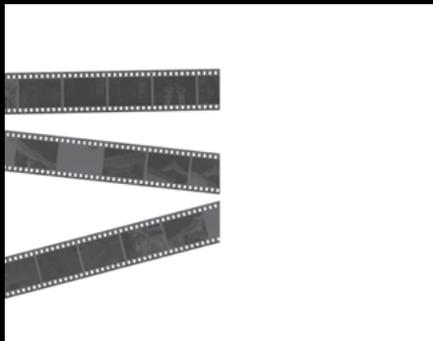
7 : Seven

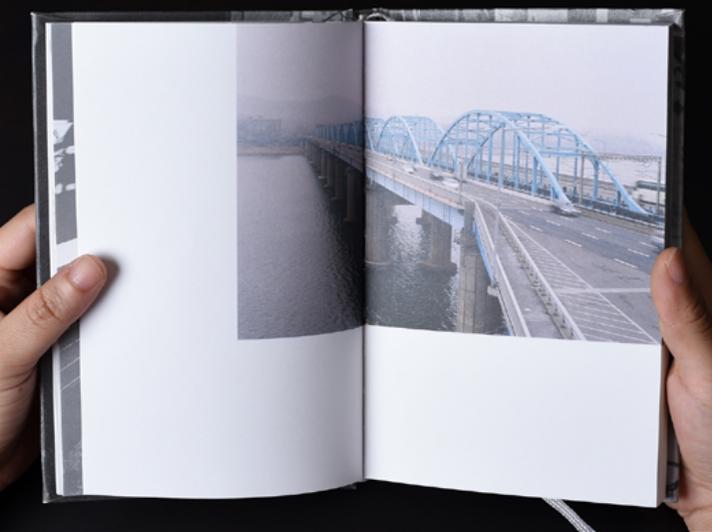
Seven years of living abroad has come to the end. The Seven is a couple of books carrying photographs and memories of experienced stuff that I have had for 7 years. Spending the ages in unfamiliar places was full of fears, tears of sorrow and also happiness.

It consists of books containing photographs and bookmarks containing frequently asked questions by natives as well as questions that I curiously asked while living abroad for 7 years.

Year	2019
Role	Plan and design
Type	Photography, editorial, book design
Contribution	Individual







CACC: Chiang Mai Arts and Crafts Centre

2

Multicultural space in Chiang Mai, central province of the north of Thailand.

CACC was created with the purpose to preserve northern traditional arts and crafts among several modernisations. Space was concerned with Chiang Mai, which nearly became like Bangkok. Hence, Space's concept was to preserve northern traditional arts, convincing teenagers to see the values of the arts. Brand's identity was designed and applied to be more attractive and modernised for the teenage perspective such as flexible identity for logo design and children's entrance ticket wristbands. However, the core concept to be modernised would not definitely abandon the traditional art to successfully achieve the objectives.

Year	2016
Role	Plan and design
Type	Identity design
Contribution	Individual







CHONLAPAT PATTARARITTIGUL
ချော်လပ် ပတ်တရိတ်တီဂူ
GRAPHIC DESIGNER
brand identity planner

CACC DESIGN DIVISION
Visual Comm Design Section
Tel. 053 277 4987
Email amunsi@cacc.com



use

to support making your creative Chiang Mai by yourselves

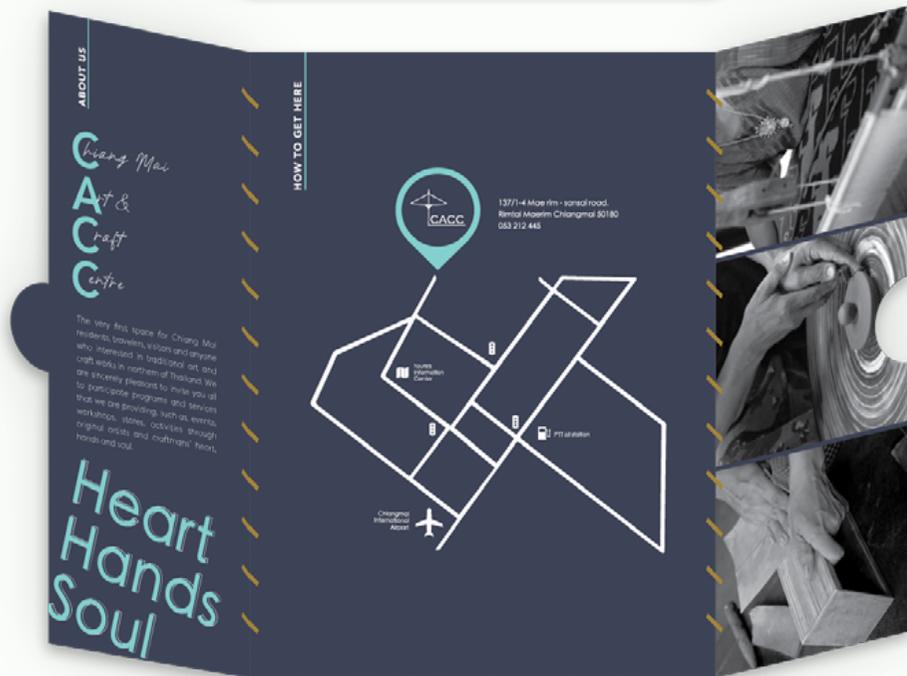
Grand Opening

Learning Chiang Mai through another soul




Chiang Mai Arts and Crafts Center

Mid November, 2016



CACC Entrance ticket wristband for children



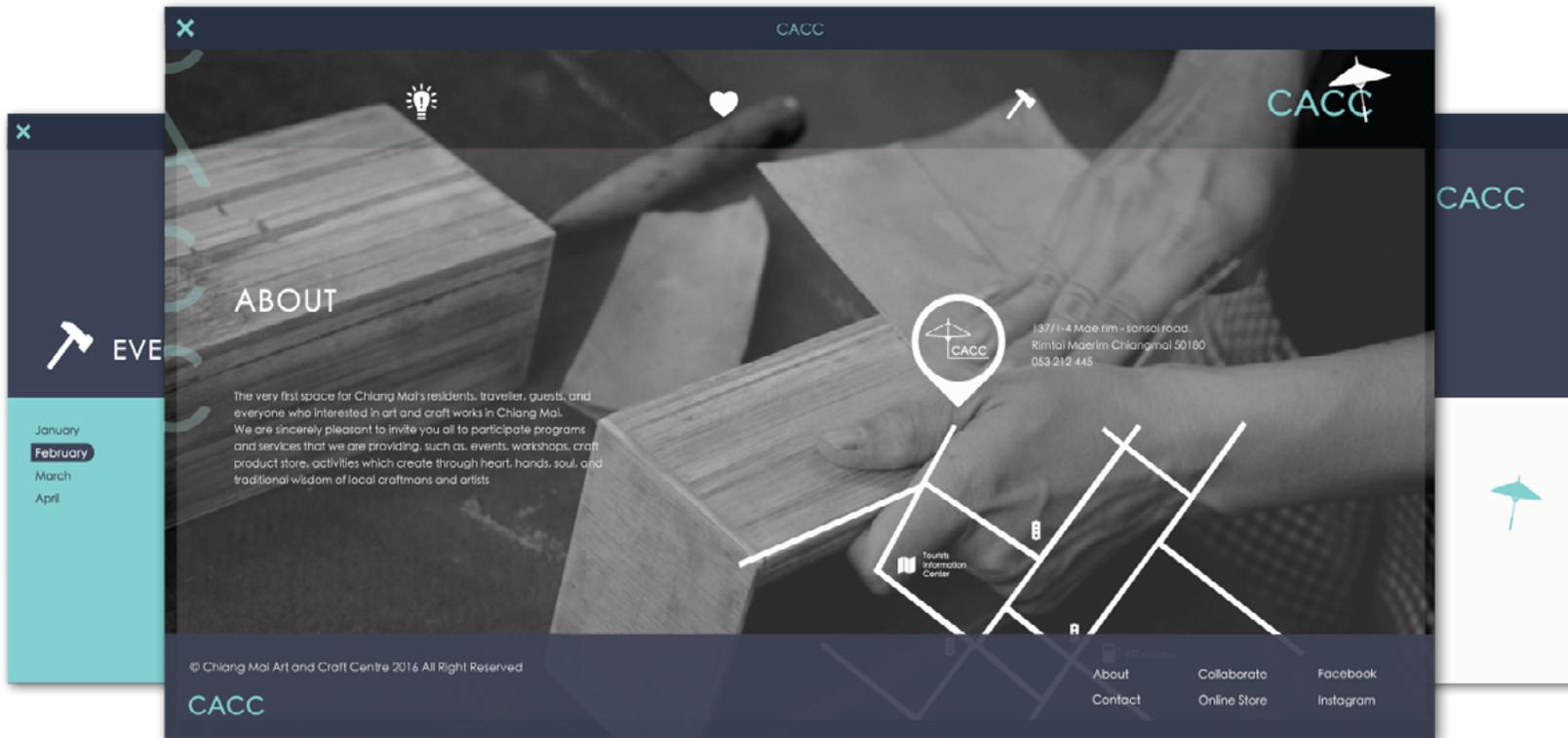
CACC Entrance ticket for adult



CACC 2016 Memorial brooch special edition
for "His Majesty King Bhumibol Adulyadej"

CACC Indoor restroom signage
for multiculture space





CACC Official website interface



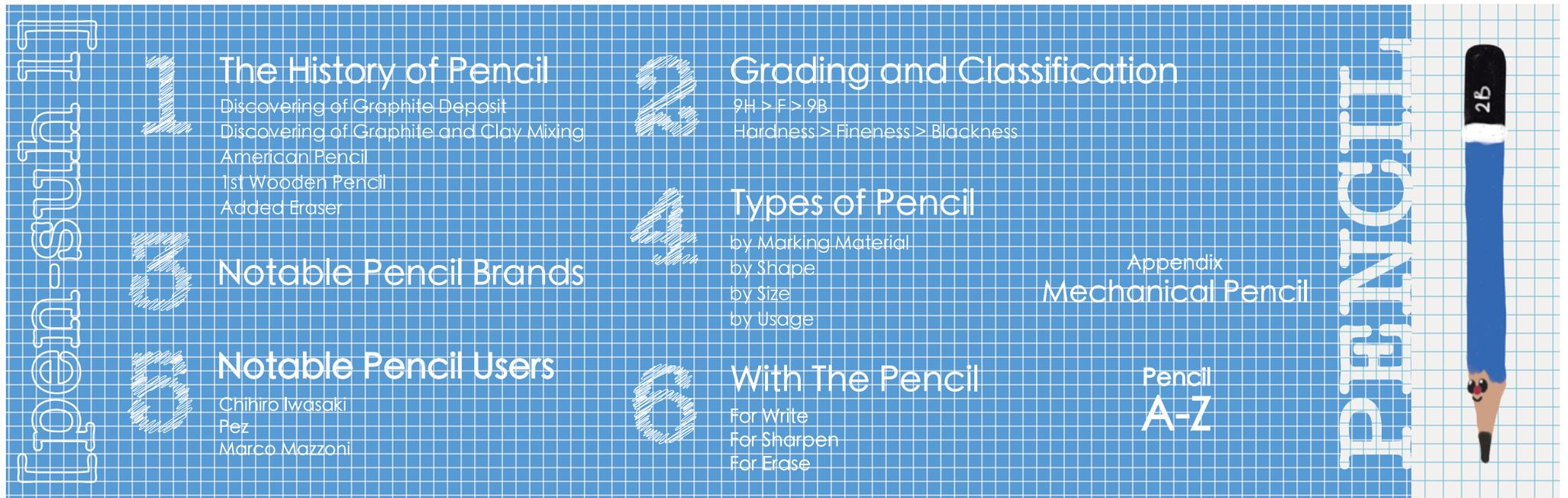
CACC iOS interface

Pencil

3

The encyclopaedia illustrated the whole story of pencil regarding the history, advent, evolution, famous brands, artists, types, sizes and other stationeries. Beside, the illustration covered the story of mechanical pencil by use of the infographic techniques for being simply understandable.

Year 2017
Role Plan, research and design
Type Infographic design
Contribution Individual



1 The History of Pencil
Discovering of Graphite Deposit
Discovering of Graphite and Clay-Mixing
American Pencil
1st Wooden Pencil
Added Eraser

3 Notable Pencil Brands

5 Notable Pencil Users
Chihiro Iwasaki
Pez
Marco Mazzoni

2 Grading and Classification
9H > F > 9B
Hardness > Fineness > Blackness

4 Types of Pencil
by Marking Material
by Shape
by Usage

6 With The Pencil
For Write
For Sharpen
For Erase

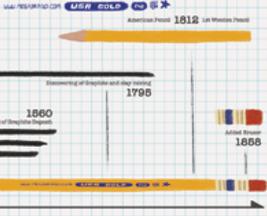
Appendix
Mechanical Pencil

Pencil
A-Z

PENCIL



1 THE HISTORY OF PENCIL



2 GRADING & CLASSIFICATION

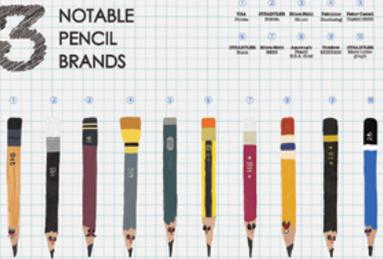
9H > F > 9B

Hardness > Fineness > Blackness

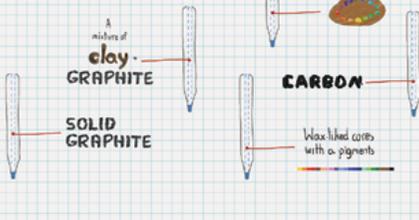
9H > 8H > 7H > 6H > 5H > 4H > 3H > 2H > H > F > HB > B > 2B > 3B > 4B > 5B > 6B > 7B > 8B > 9B



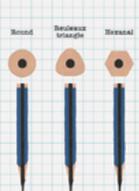
3 NOTABLE PENCIL BRANDS



4 TYPES OF PENCILS



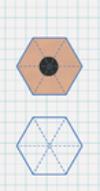
4.2 Classified by Shape



Typical size



4.3 Classified by Size



CHIHIRO IWASAKI



Derwent Chacoal Pencil

PEZ



Faber-Castell Professional Coloured Pencil

MARCO MAZZONI



Faber-Castell Pencil Castell 9000

5 Notable Pencil Users

His & Her Pencil X

6 WITH PENCILS

For Write



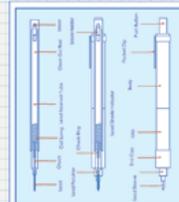
For Sharpen



For Erase



Mechanical Pencil



Appendix

Pencil A-Z

A	16th Century
B	American Pencil
C	Carbon
D	Derwent
E	Eraser
F	Faber-Castell
G	Graphite
H	Hardness
I	Invention of Pencil
J	Japan
K	Keen
L	Lead
M	Marco Mazzoni
N	Notable Pencil Users
O	Original of Pencil
P	Pencil
Q	Quality
R	Round
S	Shaping
T	Triangle
U	Usage
V	Visual
W	Wax
X	X-axis
Y	Y-axis
Z	Z-axis

1 The History of Pencil
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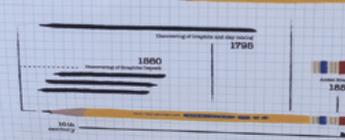
Appendix
Mechanical Pencil

Pencil
A-Z

PENCIL



1 THE HISTORY OF PENCIL



2 GRADING & CLASSIFICATION

9H > F > 9B

Hardness > Fineness > Blackness

9H > 8H > 7H > 6H > 5H > 4H > 3H > 2H > H > F > HB > B > 2B > 3B > 4B > 5B > 6B > 7B > 8B > 9B



3 NOTABLE PENCIL BRANDS



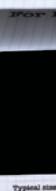
4 TYPES OF PENCILS



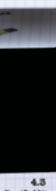
4.2 Classified by Shape



Typical size



4.3 Classified by Size



CHIHIRO IWASAKI



Derwent Chacoal Pencil

PEZ



Faber-Castell Professional Coloured Pencil

MARCO MAZZONI



Faber-Castell Pencil Castell 9000

5 Notable Pencil Users

His & Her Pencil X

1 THE HISTORY OF PENCIL

WWW.MEGABRAND.COM

USA GOLD

N HB ★

American Pencil 1812 1st Wooden Pencil



Discovering of Graphite and clay mixing

1795

1560

Discovering of Graphite Deposit



Added Eraser

1858

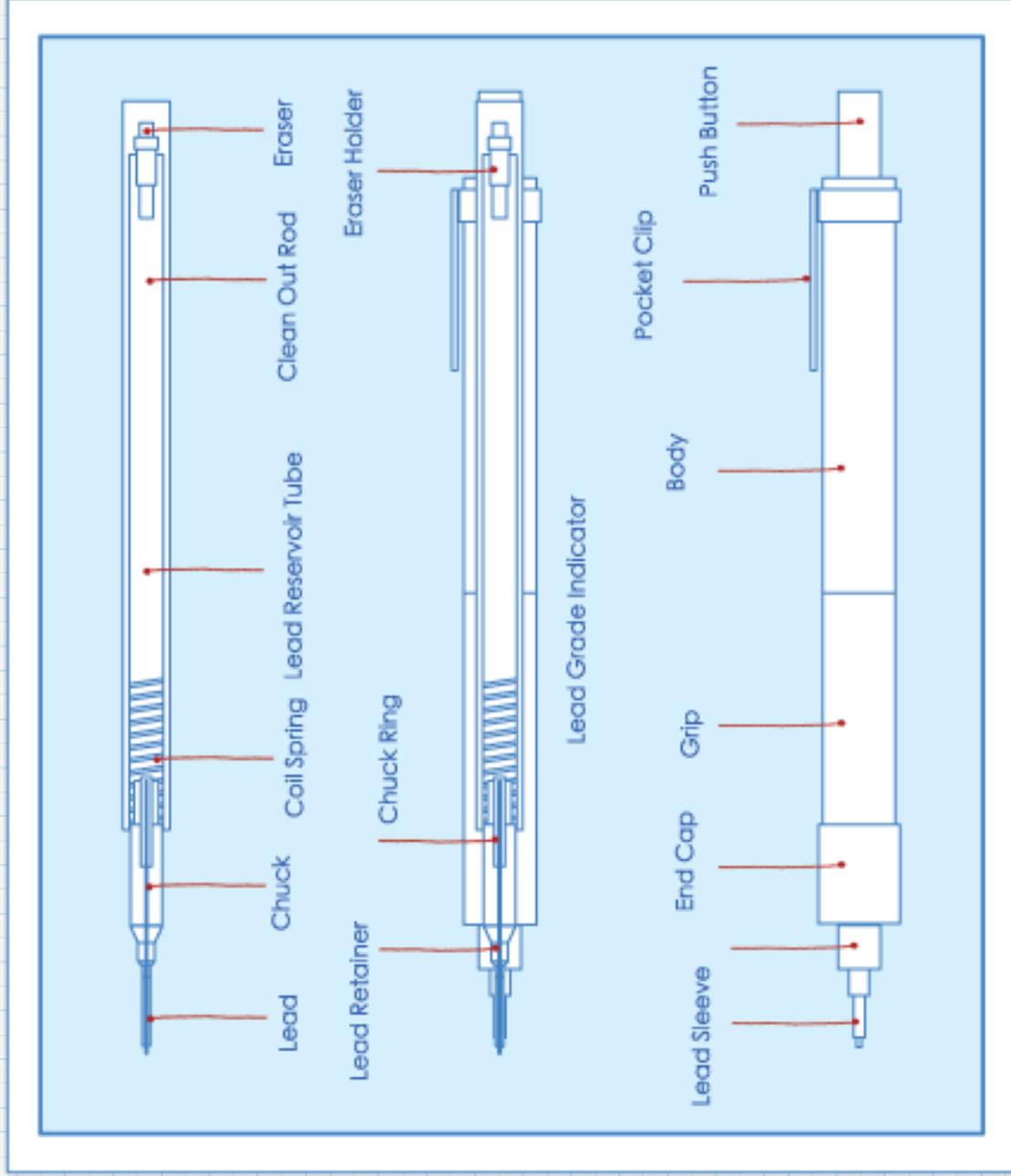
16th century

WWW.MEGABRAND.COM

USA GOLD

N HB ★





Smart Video Book : Can you live without Smartphone?

4

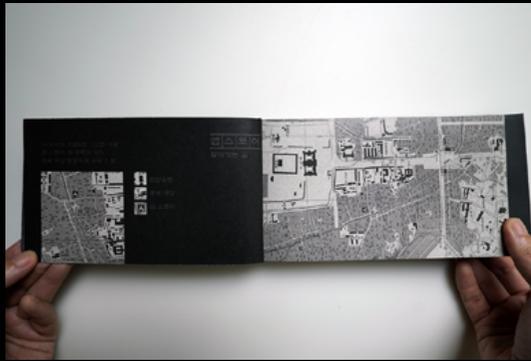
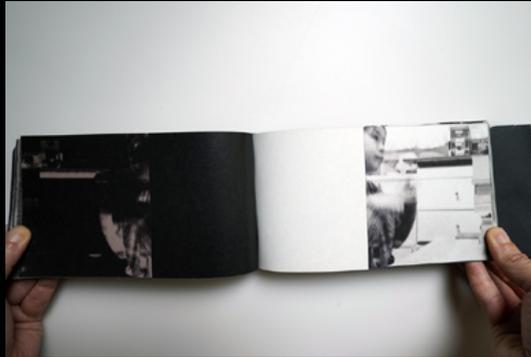
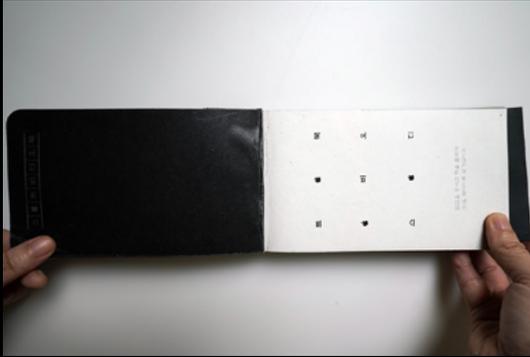
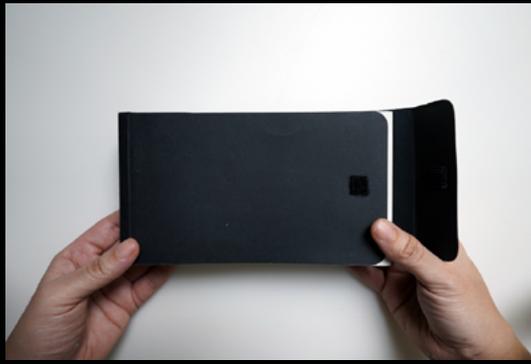
The grey comedy video and book in respect of the question “Can you live without a smartphone?”

Most general applications are based on human daily activities. To make a long story short, the applications are created to make humans’ lives easier. The expression of video work is to present how humans do activities by mocking the applications on the smartphone. Besides, the video is also presented as a flipping book in a form of VHS (Video Home System).

In the light of the question, YOU are still watching my video via your smartphone!!! What a contrast?

Year	2019
Role	Plan, research and design
Type	Conceptual book design
Contribution	Individual





scan
to watch
A Film

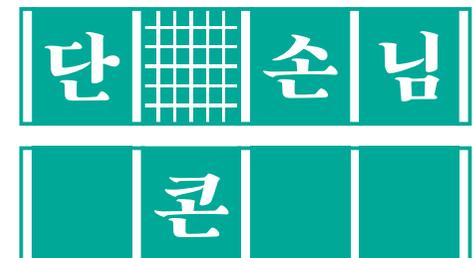


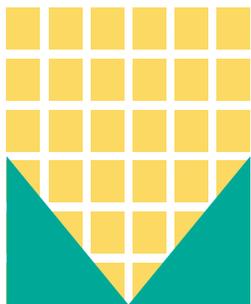
Dancorn

Dancorn is a sweet corn spread which focuses on students and kids as a target group.

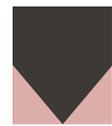
The concept of energising wellbeing in school life was the base for the development of the visual identity for Dancorn. Logo created by an element from the Korean alphabet notebook style. Using sweet corn colours, yellow and green, in vibrant tones to represent liveliness. Graphic elements inspired from stuff in a classroom. Illustrative mascots to efficiently attract students and kids customers.

Year	2019
Role	Plan, research and design
Type	Brand Identity design
Contribution	Individual



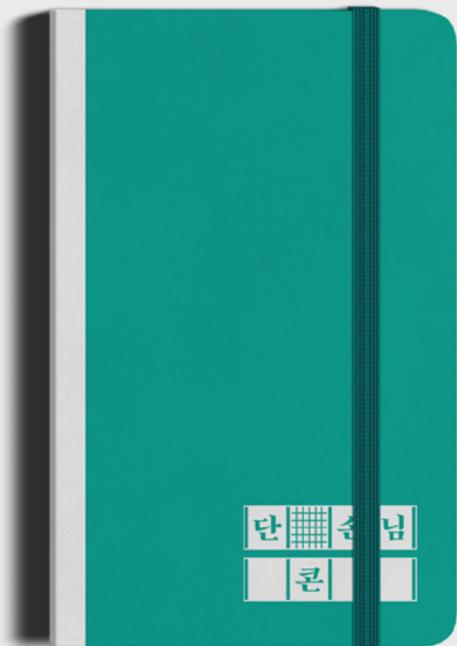
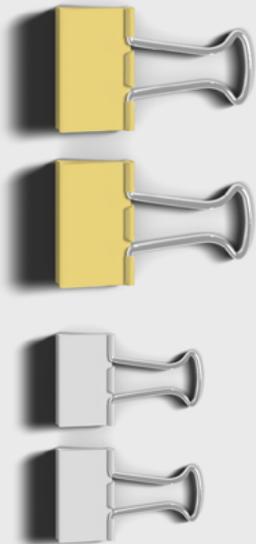
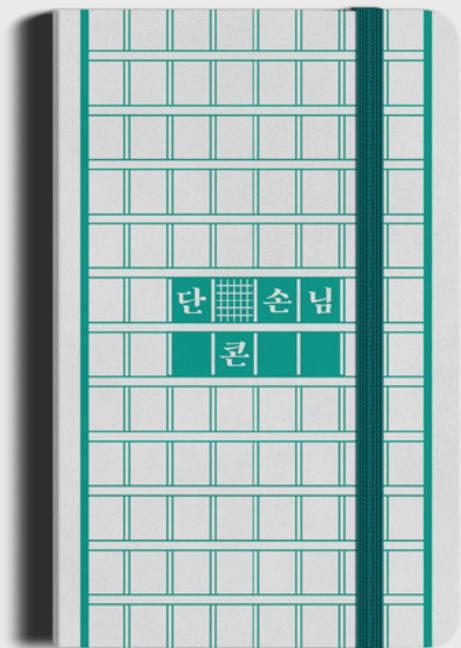
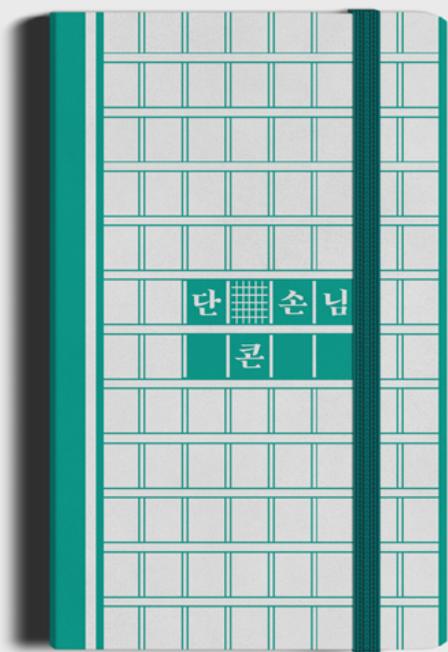
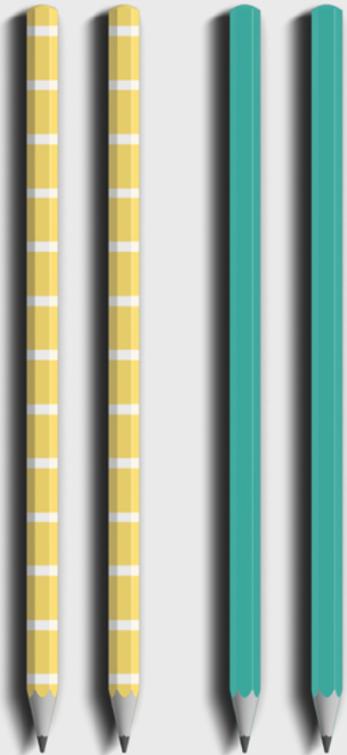
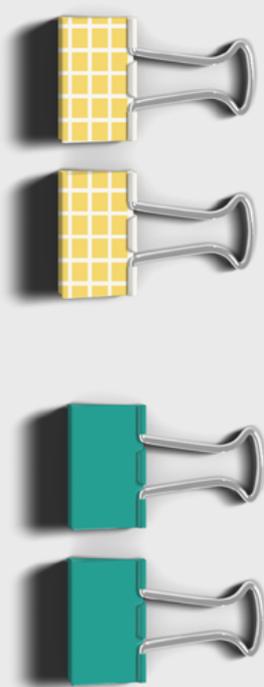


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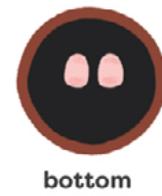


Lodthor of WaanD

WaanD is a franchise Thai fusion dessert brand, which believes that “Thai traditional dessert is very easy to enjoy with”. They especially focus on products to easily takeaway. To emphasise the identity, decorating a store with a copper tube to deliver products to customers is the way they express their message. I used a word “Lodchong” which is the name of signature menu ,with another meaning of “Pass through a hole” as the base of idea while I was designing this character named “Lodthor” (meaning “pass through the tube”).

Year	2021
Role	Plan and design
Type	Illustration, mascot design
Contribution	Individual





Lodthor & Friends
 WaanDThailand
 Hi! I'm Lodthor who has a sweet tooth and always come with pipe. Let me and my friends bring joy and happiness into your daily chats.
 65THB

Send as a gift Purchase



LINE Stickers design

วงล้อวิเศษ
 แตะแล้วได้เมนูข้าวกลางวัน !

WaanD

สุกี้แห้ง
 กะเพราหมูสับไข่ดาว
 คะน้าหมูกรอบ

SWEETS
 WaanD
 GUILT

WaanD

Week นี้
 คุณมีนัดกับ WaanD

1

JUNE			06				2021			
MONDAY	TUESDAY	WEDSDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7	8	9	10	11	12	13	17	18	19	20
14 13.00 คืนจันทร์	15 13.00 อังคาร	16 13.00 วันพุธ	13.00 วันพฤหัสบดี	13.00 วันศุกร์	13.00 วันเสาร์	13.00 วันอาทิตย์	13.00 วันพฤหัสบดี	13.00 วันศุกร์	13.00 วันเสาร์	13.00 วันอาทิตย์
21	22	23	23	24	25	26				

Online promotional post design

WaanD

เครื่องเยอะ!
 ตักมูมโหน ก็โดน

WaanD

SIGNATURE
 Thai Dessert Lover

WaanD

งานหนัก?
 พักกินขนมแล้วลุยต่อ

WaanD

SWEETS
 WaanD
 GUILT

Online promotional post design

S+ART UP

S+ART UP Newspaper is the result of a process which was initiated from research about a target thoroughly. To create a product for a specific market and user group. The target group that I was focused on is pre-graduated art and design students who have an interest in launching their own business or design studio. The main problem of this target group is "they do not know how to start". This newspaper will be a starting solution which can help them question and discover their own know-how.

7

Year	2016
Role	Research, plan and design
Type	Design research, editorial Design
Contribution	Individual



Things To Say

A set of zines based on my personal story, on the day I lost my best friend for life. The set of 10 zines collects things that I need to say to the important ones before it becomes too late. Each of the zines contains a song, things I feel appreciated, things I feel sorry for them, and memorable events. It is expressed through hand-drawn illustrations with colours interpreted from songs, and finalised by hand-binding.

Year	2020
Role	Plan and design
Type	Illustration and storytelling book
Contribution	Individual

8





Forest

“Into the forest” is a concept for this illustrative typography design work.
Created from sketch to hand-drawn beyond digitalization.

Year 2016
Role Plan and design
Type Typography, illustration, 3D design
Contribution Individual

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