

Nitcharuthai Kasetsuwan

2018 - 2021
Work Archives

Visual Identities
Graphic Design
Illustrations



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About Me

When I was a kid, I was a very curious kid who always have to find the answer. Since then, I've always have the passion in learning and exploring new things. I also like to draw and making things because I like how I can turn the ideas inside my head into something real.

Now that I've become a design student, I have learned how to generate my ideas and turn them into meaningful designs. My favorite part in design process is researching, idea generating and lots of sketching. Apart from graphic design, I also do illustrations and making sketchbooks as a hobby.

Personal Information

Nitcharuthai Kasetsuwan (Nile)
Born 31 December 2000
From Bangkok, Thailand

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Languages

| | |
|---------|--------|
| Thai | Native |
| English | Fluent |
| German | Basic |
| Korean | Basic |

Hobbies

Drawing
Field Hockey
Badminton
Traveling
Film Photography

Education

2007 - 2019
Chulalongkorn University
Demonstration School

2017 - 2018
AFS Exchange Program
Kantonsschule Enge, Zürich

2019 - Present
Commde, Chulalongkorn
University

Work Experience

2021
Graphic Designer
for Rubnong Tapad

Content Writer
for Ruenthai Magazine

2020
Art Director /
Online Content Creator
at Charm, CU COOP

Graphic Works
for Lee Seung Gi Fanmade

2019
Exhibitor at
- Satit Chula Art Ex 13th
- Heng Heng Exhibition
- Mat Proc goes Bauhaus
Exhibition
- Common Fest

2018
Art Director of Team Yellow
at CUD Sport Day

Software Skills

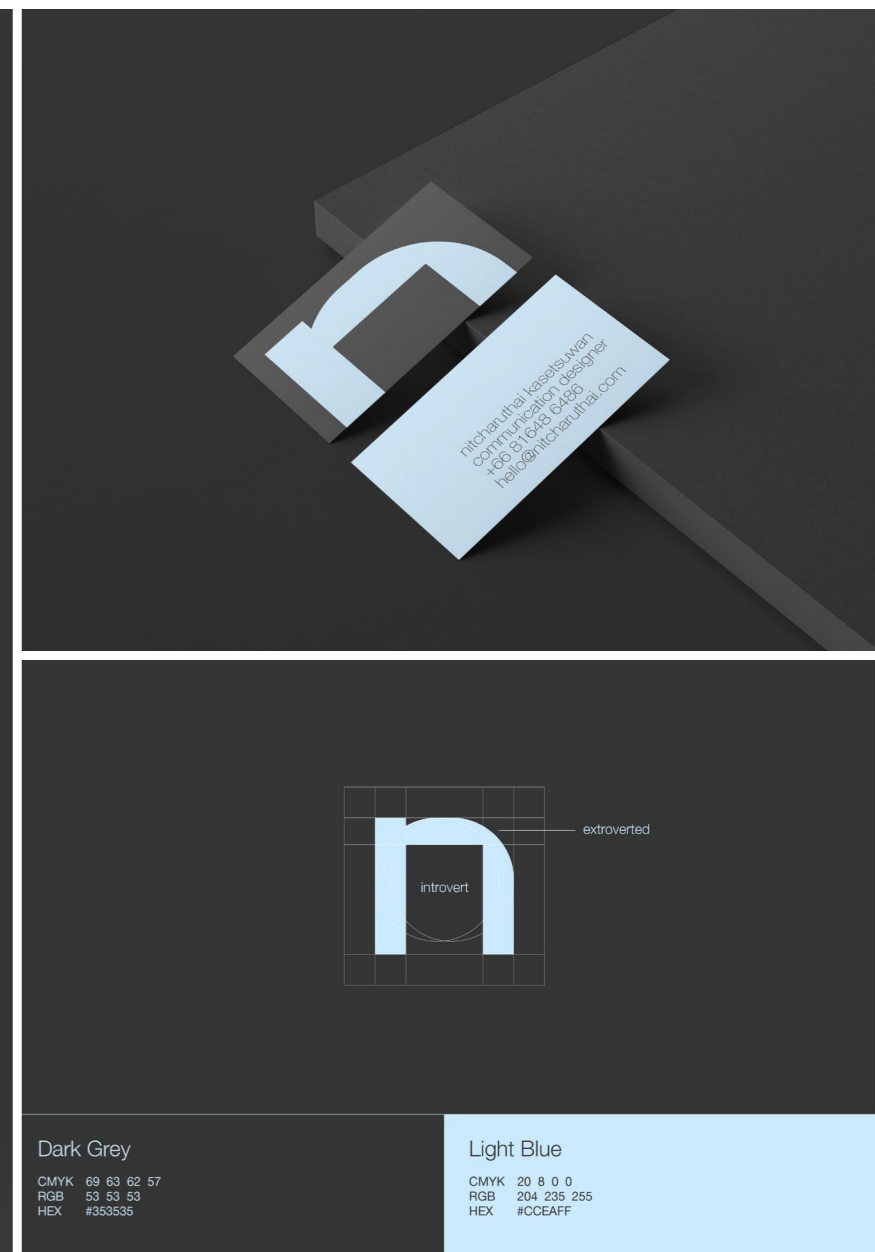
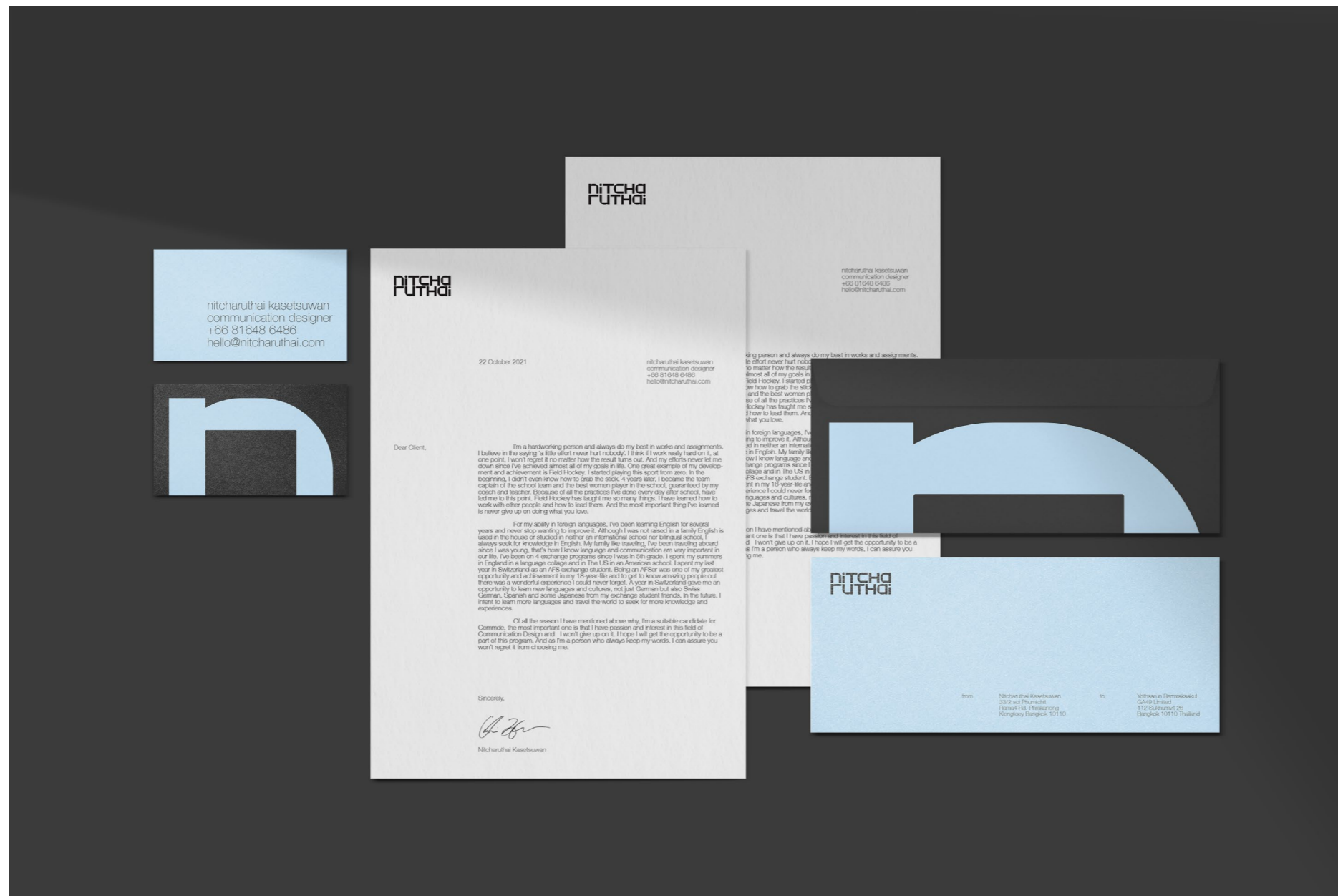
Adobe Illustrator
Adobe Photoshop
Adobe Lightroom
Adobe After Effect
Procreate



Personal Identity

2021
Corporate Identity

My personal identity and logo was inspired by my MBTI personality, INFJ. INFJ is an extroverted introvert personality type. From outside we may look like an extrovert who can get along with anyone, but deep inside we're actually introvert who enjoy being alone with ourself or closest friends.



Prigz dried Chilli Paste

2020
Packaging
120 x 197 mm

Prigz is a Thai chilli paste brand. Prigz's target group is college students who live in dorm or have low income. The design and color system is fun and easy to reach teenagers. The packaging is a coated paper bag therefore it lowered the manufacturing budget so that the price is cheap enough for the student to effort.



Botan Kids

2020
Packaging
75 x 50 x 20 mm

Botan Kids is a new product line of Botan for a younger target group, the middle school children. The design is inspired by Osotsapa's qilin (กิลีน) but modified to have cute appearance to be attracted by kids. There are three flavors, each flavor is represented by a color. Inside the box is a set of stickers for the kids to play around with the qilin's appearance.



Master in Design

2020
Poster / Leaflet
420 x 594 mm

Master in Design is a poster/leaflet design project with style based on a famous graphic designer. The designer I chose is Cornel Windlin. Windlin is a Swiss graphic and type designer. He is famous for his work for Schauspielhaus Zürich. His graphic style is associated with mono and duotone color along with circle as a graphic element. The header typeface I chose is Water Tower, which is also designed by Windlin.



Zürich in 15 CHF

2021
Publication
105 x 148 mm

Zürich in 15 CHF is a guidebook that will guide you to the best cheapest meals you can find in the city with the highest cost of living in the world such as Zürich. The book contains the information of the city's landmarks and the small food stalls around them. The color of the illustrations is inspired by Zürich's state flag which is white and blue.

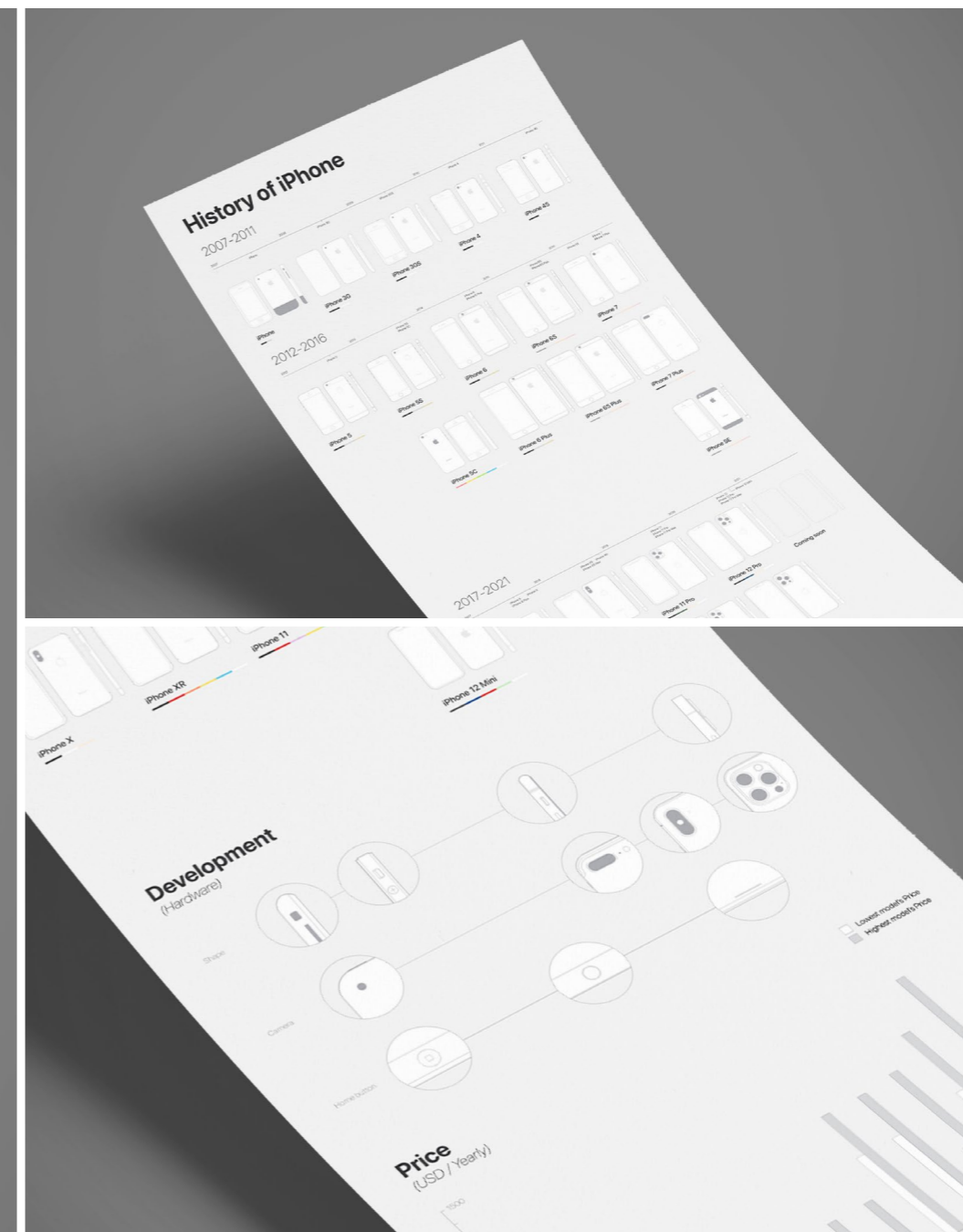




History of iPhone

2021
Information Design
30 x 100 mm

An infographic poster about the history and development of Apple's most sold product of all time, iPhone. The art direction is inspired by Apple's identity and its instructional diagram at the back of the packagings.



Lee Seung Gi's 35th Birthday Project

2021
Vinyl Sign
900 x 580 mm

Commission from Lee Seung Gi Fanmade Thai Airen (FB), vinyl signs design for Lee Seung Gi's 35th birthday. The color of the fandom is mint so I used blue and mint green as the main colors of the artworks. The project was displayed on 13 Tuk Tuks from 10 January to 14 February 2021.



Tontawan's 21st Birthday Project

2021
Vinyl Sign
900 x 580 mm

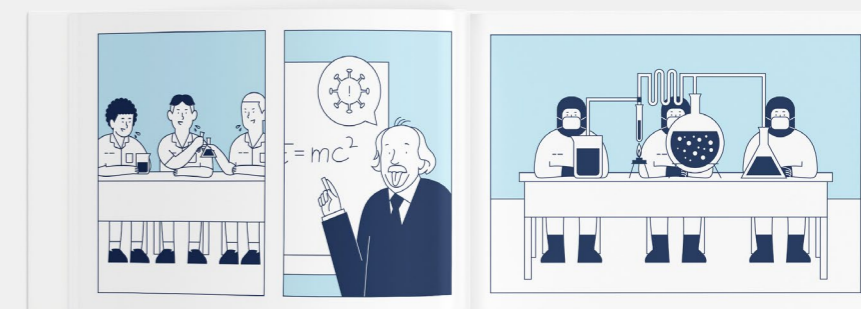
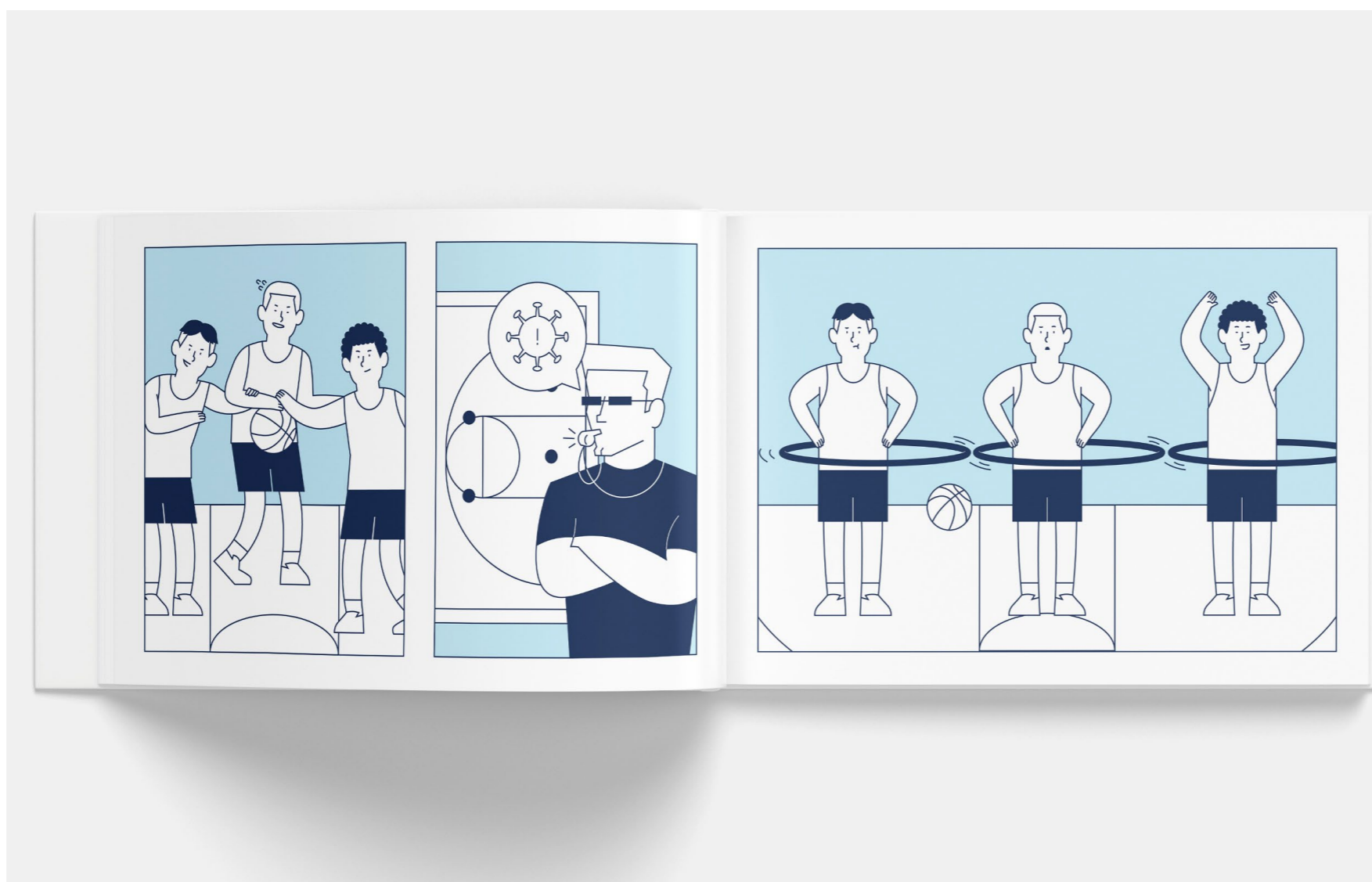
Commission from Tontawan Official Fanclub, vinyl signs design for Tontawan's 21th birthday. Tontawan has a chic but also cute girl character therefore I chose to use the art direction that suits her cute looks and the art directions from the photos given. The project was displayed Tuk Tuks from 1st of November to 30 November 2021.



How to Deal with Students Covid-19 Edition

2020
Publication
104 x 74 mm

How to Deal with Students is an illustration guide book on how teacher in each subject could deal with their naughty students in order to prevent Covid-19. The story is set and based is a Thai school but the teacher characters were inspired by famous or iconic people in the history.



Digital illustration

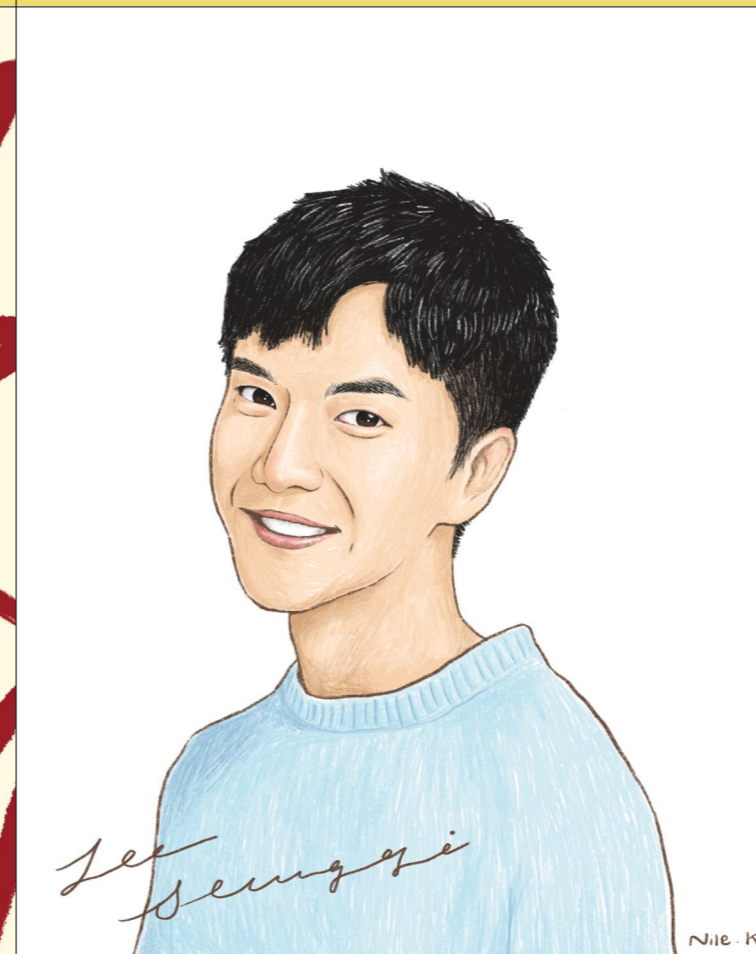
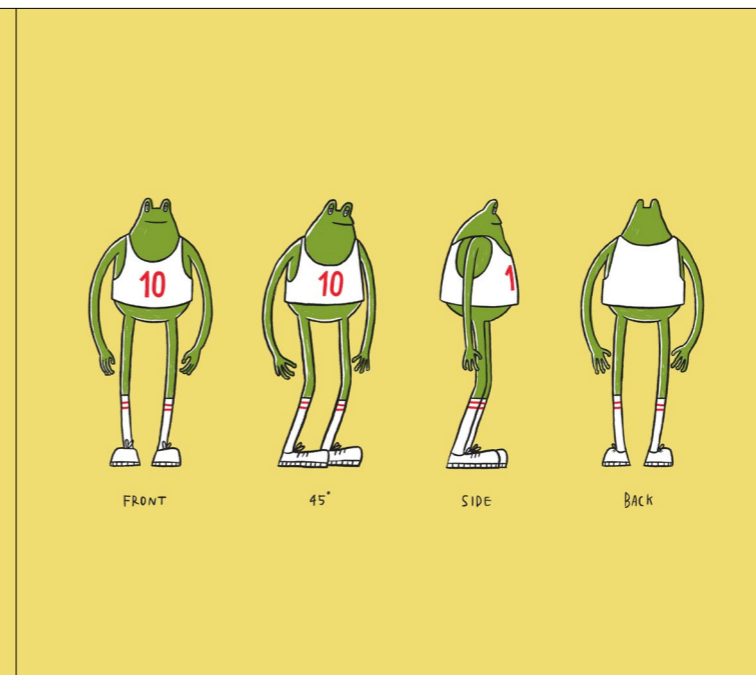
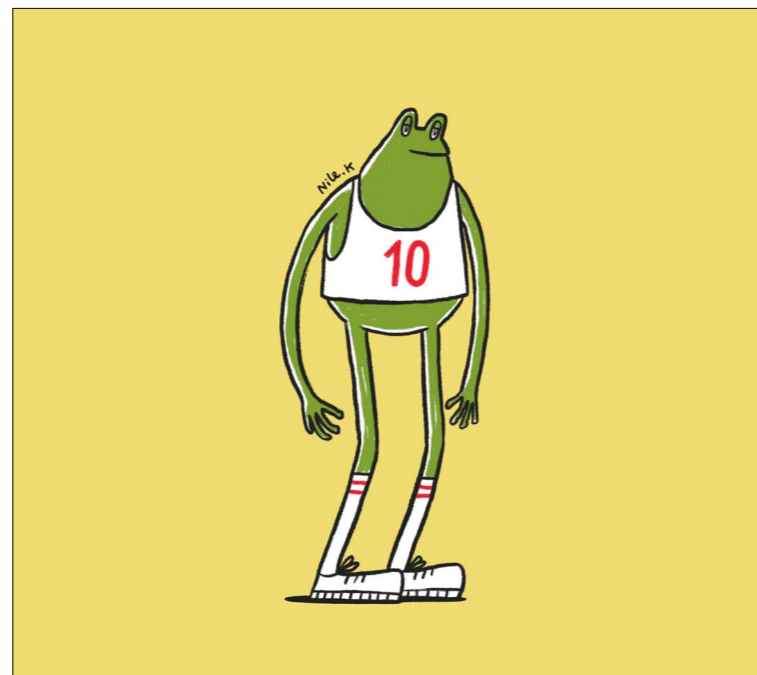
2020
Digital illustration
1280 x 1280 pt



2020
Comic
1280 x 1280 pt

Apart from graphic design, I also do illustration in my free time and sometimes for commissions. My drawing style usually consists of simple doodle lines and colorful colors.





Sketchbook

2019
Sketchbook
420 x 130 mm

I like observing things, so every little details I found or want to remember I wrote them down onto my little sketchbooks. I used to do sketchbook a lot when I was in Switzerland until my freshman year. As I started getting busier with college and also with the covid-19 situation, I have less time to travel and make sketchbooks. Instead I do sketches and ideation for my design which I also enjoy, you can find them in Process at the bottom of my graphic work columns.



Thank you!

