



Mr. Chutiphong Tassanasuwan

5/111, M.18, Lamlukka 37,
Lamlukka, Kukot, Pathumthani
12130, Thailand.
T : (+66) 091 7945629
E : ctchutiphong@gmail.com

Personal Profile

Full Name : Chutiphong Tassanasuwan
Date of Birth : 9 January 1990
Age : 34
Nationality : Thai
Religion : Buddhism

Objective Career

A person is willing to learn new things and works as
a team like a little gear can push a company forward.

Education

Bangkok University
Bachelor's degree : School of Fine and Applied Arts,
Communication Design
Year : 2008 – 2012

Employment

2014 - 2016, Project Designer at coOKiesdYNAmo*
2017 - 2019, Graphic Designer at Sansiri.plc
2021 - 2022, Senior Executive, Digital Designer at JustCo
2022 - 2023, Graphic Designer at Ananda Development

Abilities

- Visual Identity
- Editorial Design
- Informative Graphic
- Typographer
- Motion Graphic

Creative Cloud

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe After Effects (Beginner)

References

Mrs. Niramom Tassanasuwan
Mother, Housewife
T : (+66) 095 2263766
E : –

Mr. Panuwat Tassanasuwan
Older brother, Designer
T : (+66) 099 4155964
E : p.thadsaa@gmail.com

Contents

01	Visual Identity The Works AMC Proud Cascade Hotel Glare Bistro and Bar Huabao Asanext Candy Creme We Direct Insure Yama Café Agile Aroi Pai Chant Fika Café
02	Print Sansiri Sustainable Report Kawa Huas at Winter Market The Base Saphanmai Event XT Phayathai Kcor Magazine Artale - Rama 9 Limbic Magazine
03	Online Platforms Sales Campagin Celebrate Spring 50% off Engagement Email Whistle Blower Channel Agile Final Call 12.12 Flash Deals Final Announcement Where We Fall in Love Last Minute Deals Rock to Town XT Huaikhang What's On Your Mind Divyne

04	Typography Moon Hello Sendiri
05	Icons and infogrphic Cascade Pictograms Home Service Application 10th Anniversary JustCo Infographic
06	Packaging Design Everyday Sustainable The Black Codes
07	Illustrations Social Addict Chinese Paprer Cut Farm Factory Fox Tape Jim Thomson

Showreel Motion 2024



<https://vimeo.com/manage/videos/946866958>

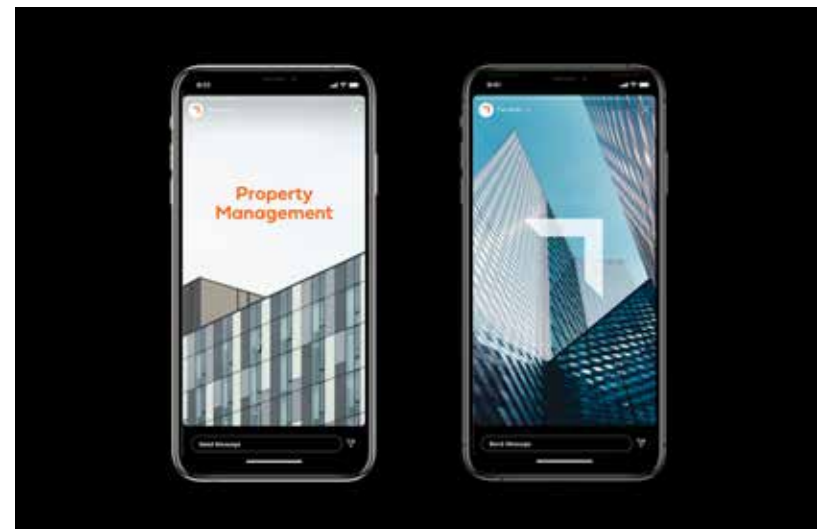
Visual Identity

The Works

The Works is a subsidiary of Ananda Development, specializing in managing property development projects such as condominiums and detached houses. With over 12 years of experience in the property development sector, The Works focuses on integrating living technology and providing services that maximize convenience, satisfaction, and efficiency for their customers.

Design revamps begin with identifying solutions to address issues from the previous design. The new logo and its applications reflect the organization's updated direction, emphasizing contemporary, professional and reliable qualities.

THE WORKS 

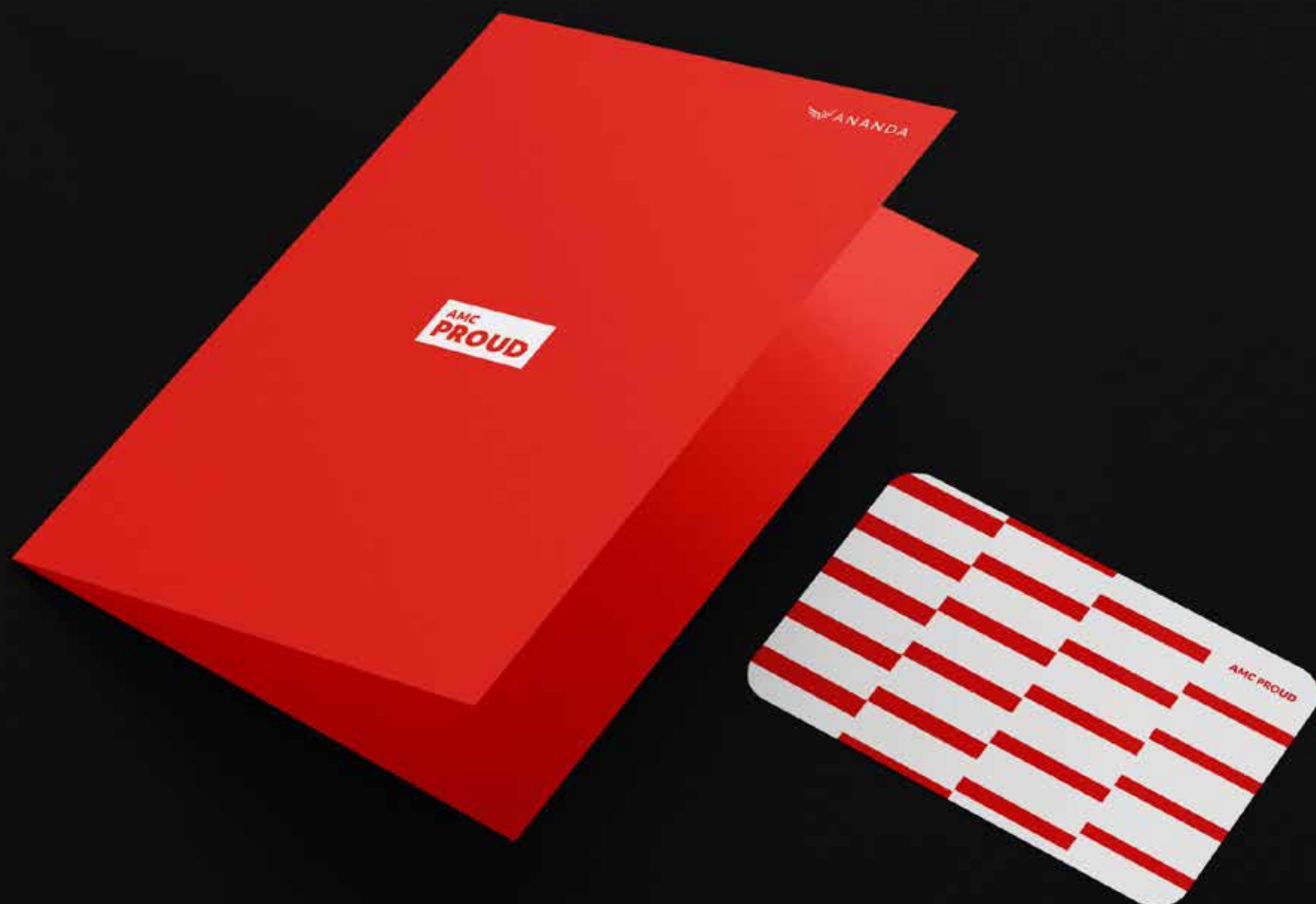


AMC Proud

AMC, which stands for Ananda Member Club, defines their customers who purchase Ananda products. Upon becoming members, customers receive numerous privileges from their services. These include special campaigns for purchases or referrals to friends, exclusive events organized solely for members, and discounts and promotions from selected shops and restaurants.

The design follows the concept of a "Sense of Achievement." A flag symbolizes the pride felt and expressed in moments of personal triumph over adversity. Setting up a flag can also signify conquering something.



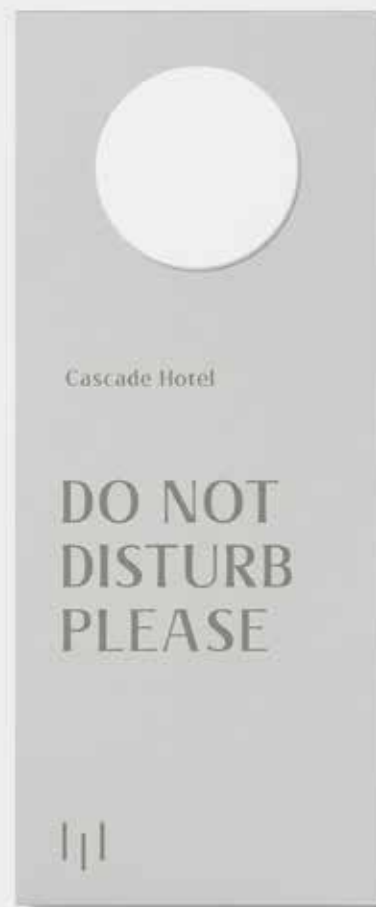


Cascade Hotel

Cascade Hotel is an experience hotel that provides guests with standard facilities. The privacy of guests and serenity are their top priorities.

Visual Identity aims to reflect the hotel’s core values, presenting simple lines that are simplified by following the concept of ‘the Flow of a Cascade’. Including graphic flexibility in use on each application.





Glare

Glare is a fusion restaurant located in the Thonburi district of Bangkok, presenting a fusion of European and Asian cuisines.

The branding embodies simplicity, conveying its message through the logotype. A symbol is used to represent the word 'Glare'. In terms of usability, graphic elements are versatile, appearing both as standalone elements and within patterns on collateral materials.

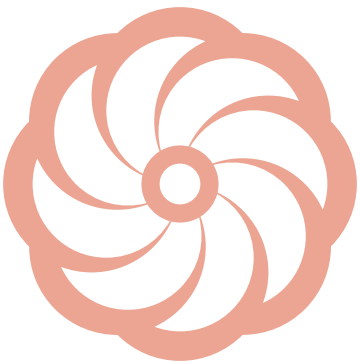




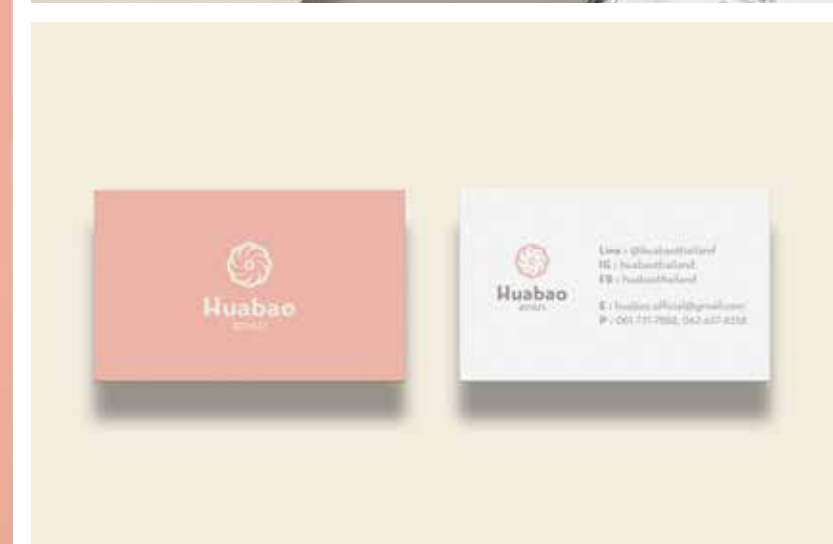
Huabao

Huabao begins with simple dishes crafted within a family setting, infused with heartfelt dedication to blending tradition and modernity. Eventually, this passion for cooking evolved into a family business.

The mastery of bun-making becomes the cornerstone for creating a key visual to represent their artisanal skills. This visual concept aims to convey the essence of local style to a wider audience, emphasizing the value of culinary craftsmanship. In the design process, symbolic shapes are inspired by primitive techniques handed down through generations, with graphic elements contributing to the distinctive characteristics of the brand.



Huabao

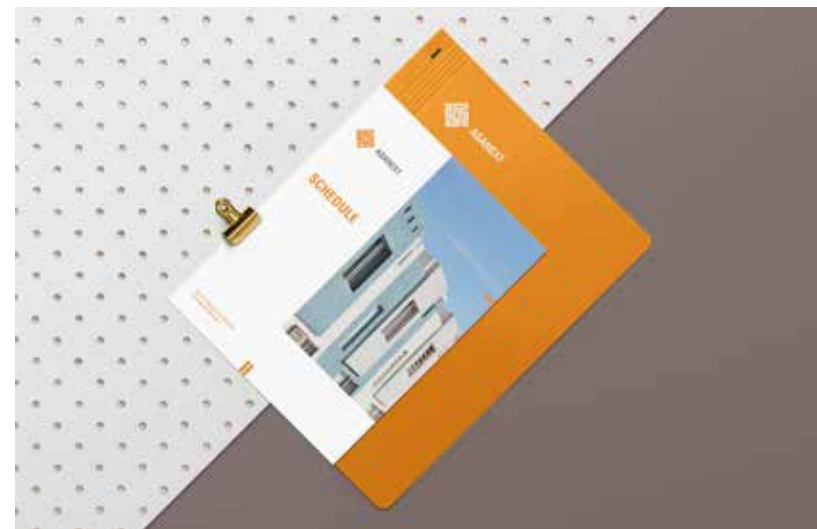


Asanext

Asanext is an architectural exhibition initiated by The Association of Siamese Architects Nationals, taking place once a year. The main purpose of this event is to showcase the potential of the architectural profession, including products, innovations, and technological advancements. It also highlights materials suitable for architectural careers, interior design, and landscape architecture.

The main story is interpreted through various aspects, combining multiple meanings. Additionally, the mark is designated to represent the exhibition and respond to new targets and visitors as part of the corporate identity.





Candy Creme

They describe their ice cream as a stubborn child in the summer, offering playful flavors that everyone can enjoy. Bringing someone here is an opportunity to experience something delightful, especially on a day off.

Childlike charm and playfulness are conveyed through a logotype inspired by childish handwriting. The distinctive letters contribute to an informal look that aligns with the brand identity.





Yama Café

Yama is a café that offers refreshments and pastries. It all began with a simple idea: using polygons to represent the meaning of 'Yama,' which translates to 'mountain' in Japanese. These polygons are also incorporated into the lettering to maintain consistency throughout the branding.





Agile

Agile is a methodology that enables faster and more efficient work processes by reducing unnecessary steps. In an Agile team, individuals are empowered to make decisions promptly, regardless of their specific positions within the company. This emphasis on speed, problem-solving, and customer-centricity drives the Agile approach.

The key principles of Agile revolve around speed, responsiveness, and flexibility. In design, the logotype features circular shapes that maintain consistency with the letterforms, contributing to a sense of simplicity.



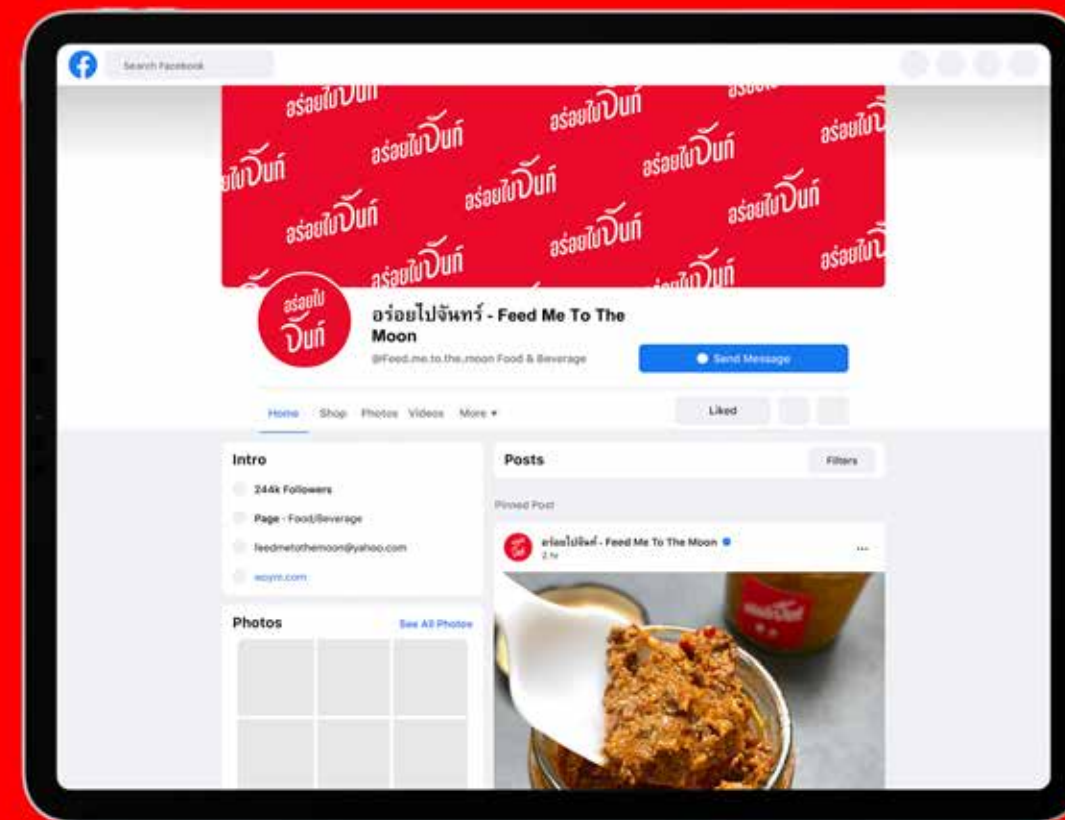


Aroi Pai Chant

Aroi Pai Chant offers local cuisine from the Chantaburi province, showcasing their products through social media platforms like Facebook and Instagram.

The Thai logotype is structured based on Latin characters and emphasizes a clear hierarchy in the wording. Additionally, the logotype creatively integrates a spoon-shaped symbol, replacing certain vowels. This design choice cleverly alludes to the nature of the food business.





Fika Café

Fika Café is a boutique coffee shop known for its handcrafted beverages.

The design concept revolves around the everyday ritual of enjoying coffee, symbolized by the number seven. This theme is subtly incorporated into the logotype, where the letter F hints at the reversed number seven.





Print

Sansiri Sustainable Report

Sansiri is a leading property developer renowned for offering comprehensive services that exceed the standards of traditional developers. With a dedication to constructing meticulously designed and well-made homes, they aim to enhance the quality of life for their residents continuously.

Sustainability is a core value at Sansiri, reflecting their responsibility towards urban communities and their ongoing efforts to promote sustainable practices. In this book, dynamic lines are utilized as design elements, guiding the direction of their publications.



Kawa Huas Flyer at Winter Market

The flyer adopts a Christmas theme, featuring illustrations that communicate in an approachable manner consistent with Kawa Haus brand standards.



Call 1685
eangul.com

2000

kawa MAUS

The Base Saphanmai Event

The event for agents in Hong Kong showcases the convenient residential options available at The Base Saphanmai. Situated near the BTS light green line, CGH hospital, and a retail shopping center, it also features an avenue connecting to the center of Bangkok. Communication will be conducted through standard media channels, including exhibition stands, vertical light boxes, and prints.



XT Phayathai

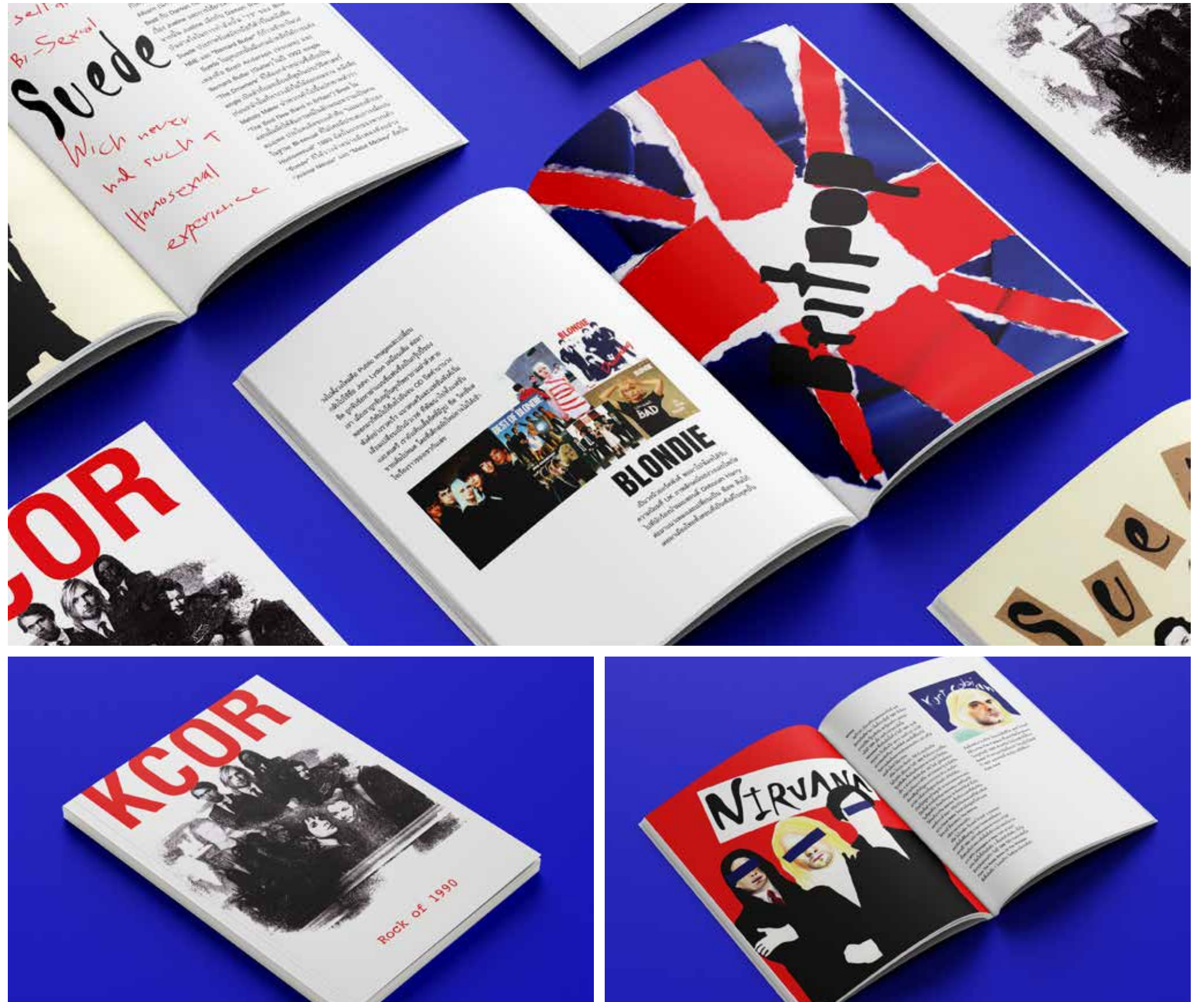
A full brochure of XT Phayathai narrates its concept through a location, facilities and innovations in a residence.



Kcor Magazine

Kcor is a monthly music magazine that takes audiences back to various music scenes. The current issue explores the golden age of Grunge and Brit Pop music.

The magazine employs various illustration techniques to capture the essence of music, showcasing both the roughness and beauty inherent in the genre. These techniques include collages, photo-copied transfers, drawings, and hand-written typography.



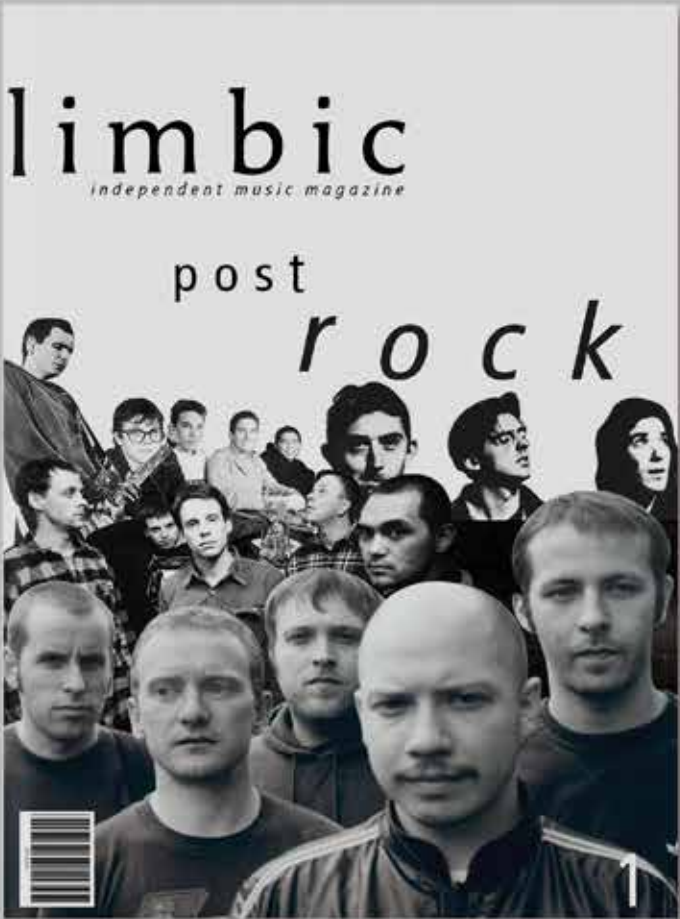
Artale - Asoke Rama 9

Artale - Asoka Rama 9 is a luxury single-detached house located in the center of the Rama 9 area. The design concept follows the “Urban Luxury Pool Villa” theme, reflecting the residents’ luxury, exclusivity, and accomplishments. The project benefits from its proximity to main avenues and the MRT underground train.



Limbic Magazine

Limbic Magazine is a music publication that explores independent music scenes from around the world. In this issue, readers will delve into the post-rock genre and discover what makes this style of music increasingly popular.



Online Platforms

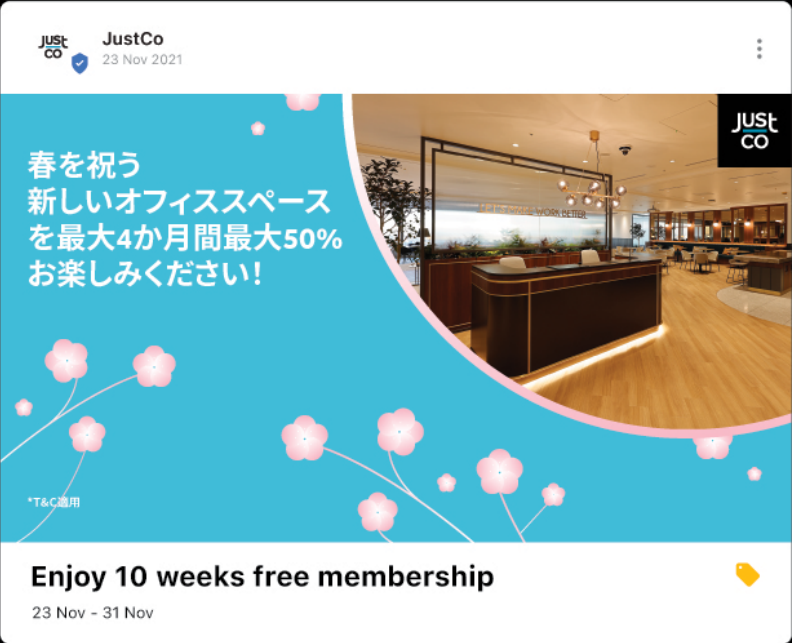
Enjoy 10 Weeks Free Membership

The sale campaign offers a promotion of 10 weeks of free membership, which will be communicated through various channels including social media (such as Facebook ads), EDM banners, Google My Business, and website banners.



Celebrate Spring 50% off Campaign

Celebrate Spring 50% off campaign on social ads



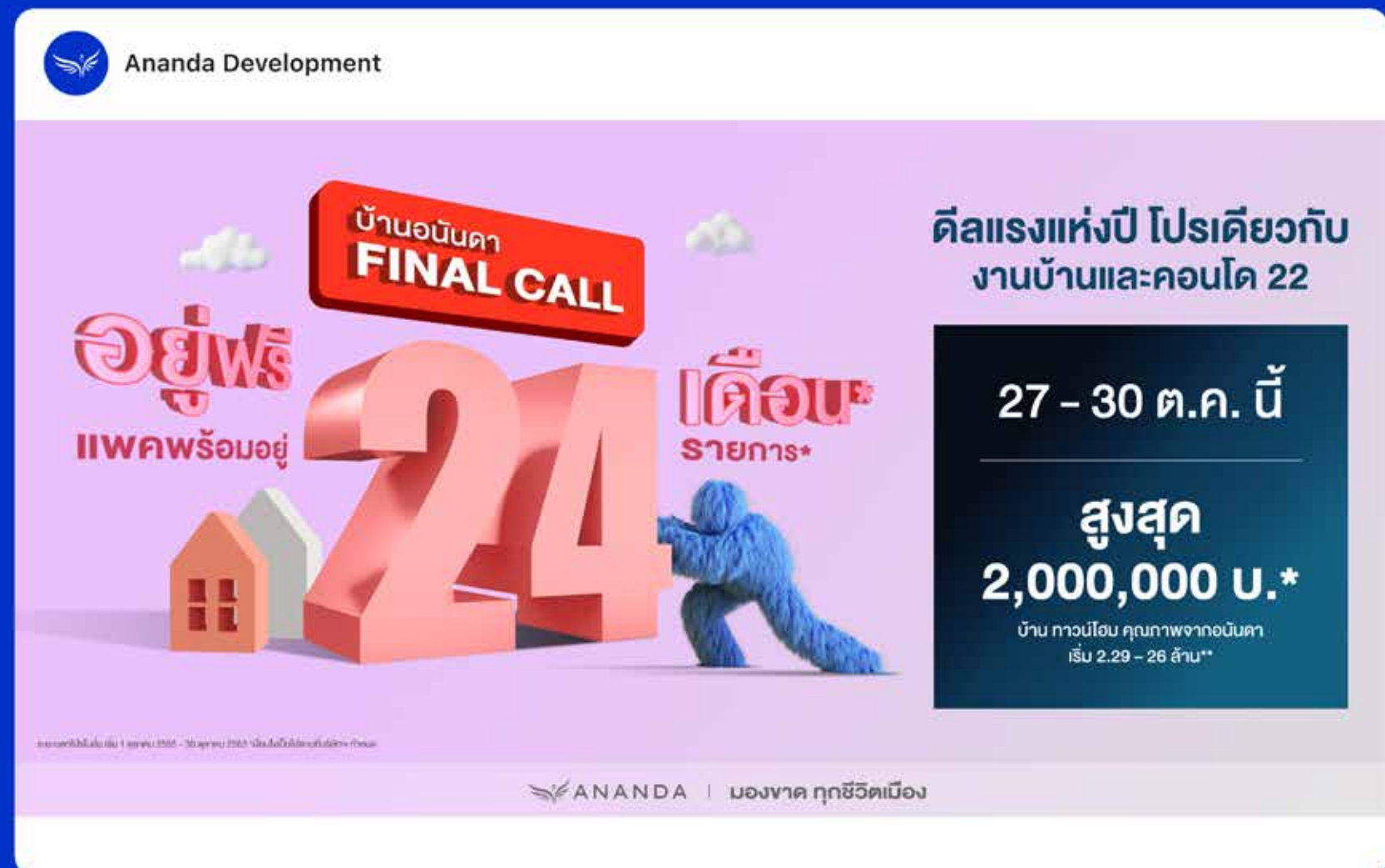
Whistle Blower Channel

The campaign posters targeting corruption within the organization will be promoted through both offline and online media channels.



Final Call

The Final Call Campaign offers 24 months of free living, along with enticing packages designed to capture the attention of a target audience.



Ananda Development

บ้านอนันดา FINAL CALL

อยู่ฟรี 24 เดือน*

แพคเกจพร้อมอยู่ รายการ*

ดีลแรงแห่งปี โปรเดียวกับงานบ้านและคอนโด 22

27 - 30 ต.ค. นี้

สูงสุด 2,000,000 บ.*

บ้าน ทาวน์โฮม คุณภาพจากอนันดา เริ่ม 2.29 - 26 ล้าน**

โปรโมชั่นนี้ใช้ได้กับ บ้าน 1 ห้องนอน 2555 - 30 ตารางม. 2563 บ้านใหม่ในโครงการนี้เฉพาะ บ้าน

ANANDA | มองหาทุกชีวิตเมือง

12.12 Flash Deals

On 12.12, the twelfth day of December, launching a big campaign.



Final Announcement

Creating a mascot to serve as the president of Ananda House for announcing a sales promotion.

Ananda Development

แถลงการณ์ครั้งสุดท้าย!
กู้ 110%
ถึงสิ้นปี 26 - 27 พ.ย. จอมในงาน

บ้าน ทาวน์โฮมคุณภาพเลือกอนันดา

ฟรี! ค่าโอนฯ | กู้ไม่ผ่านคืนเงิน
 รับคืนสูงสุด 500,000 บ.
 ฟรี! VISA Gift Card 20,000 บ. ทุกยูนิต

ระยะเวลาโปรโมชั่น เริ่ม 26 พฤศจิกายน 2566 - 27 พฤศจิกายน 2566
 *เงื่อนไขอื่น ๆ โปรดดูที่หน้าโครงการ

ANANDA | มองหาทุกชีวิตเมือง

Last Minute Deals

Girls and Hairy are hurrying to seize an opportunity, as the best promotion waits for no one.



Ananda Development



บ้านอนันดา
LAST MINUTE DEALS

อยู่ฟรี 2 ปี*

นาที่สุดท้าย ตีลสุดคุ้ม
กู้ 110% | ฟรี! ค่าโอนฯ

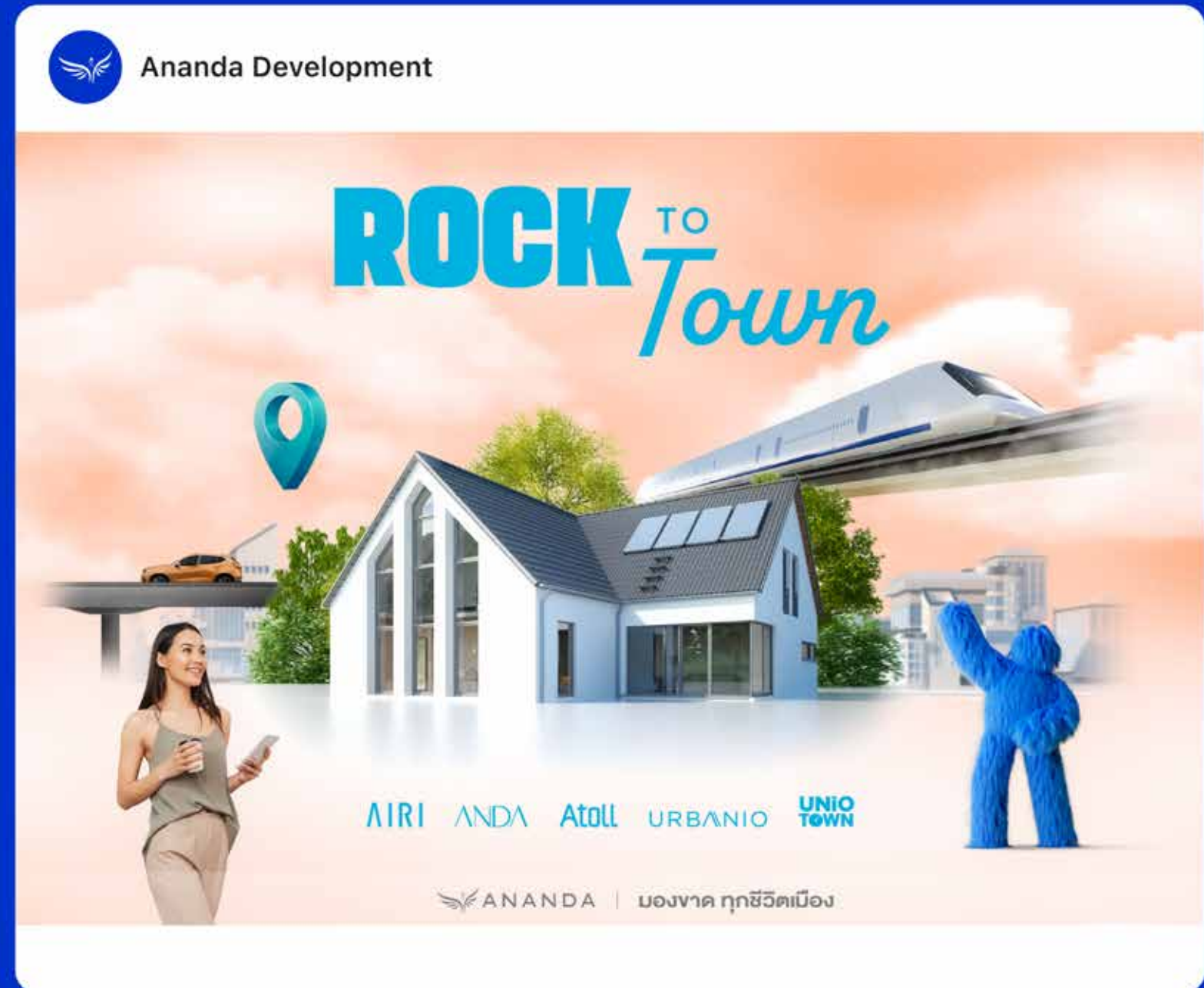
บ้าน ทาวน์โฮม คุณภาพจากอนันดา
เริ่ม 2.39 – 26 ล้าน**

Ananda Development Public Co., Ltd. (Ananda Development) ขอสงวนสิทธิ์ในข้อมูลและเงื่อนไขที่ปรากฏในเอกสารโฆษณา

 ANANDA | มองหาทุกชีวิตเมือง

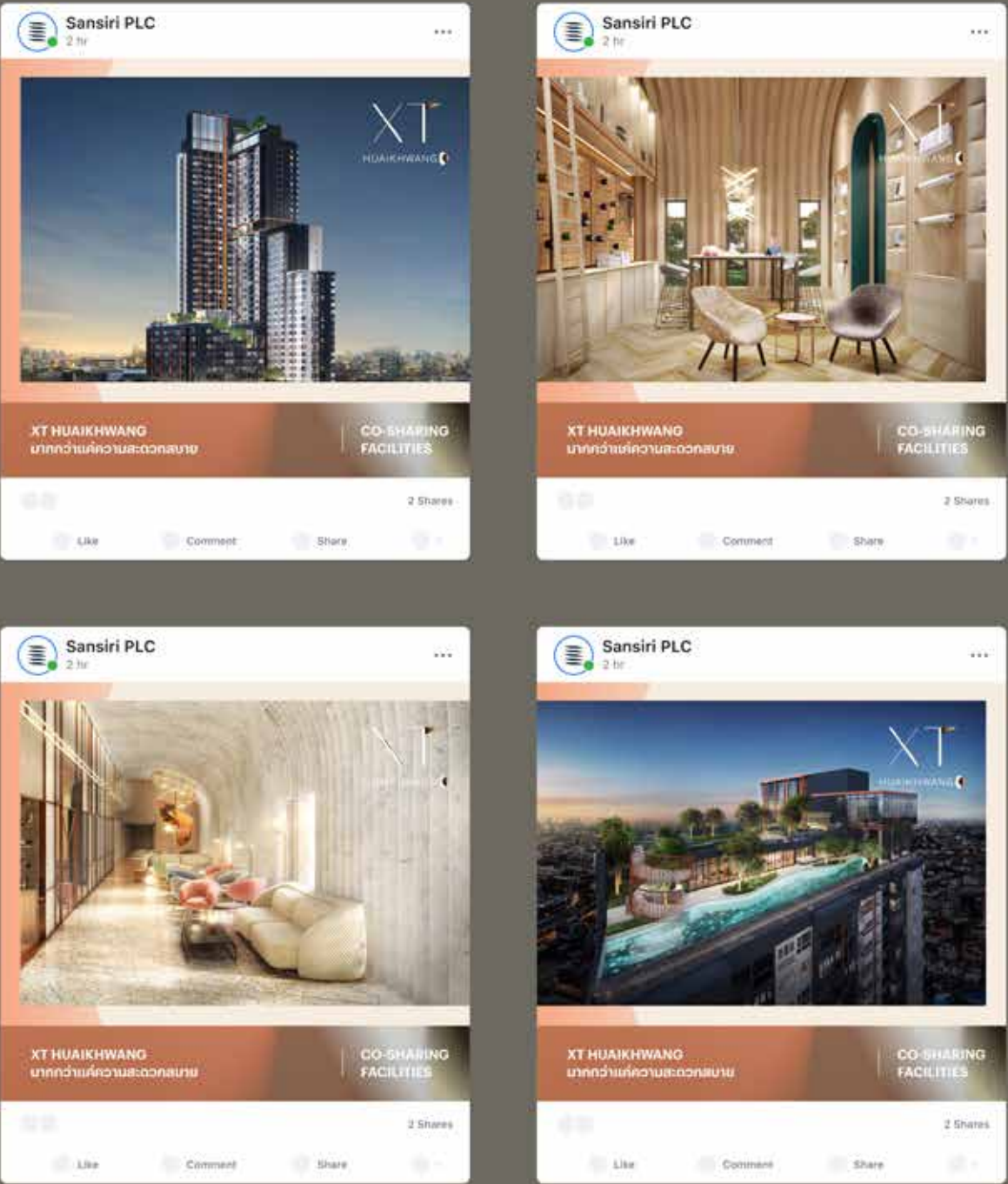
Rock to Town

Ananda presents six housing brands situated in prime locations across Bangkok.



XT Huaikhwang

A series of Facebook posts by XT Huaikhwang showcases the full range of facilities available, marking the first time residents are able to utilize facilities under the XT brand.



Typography

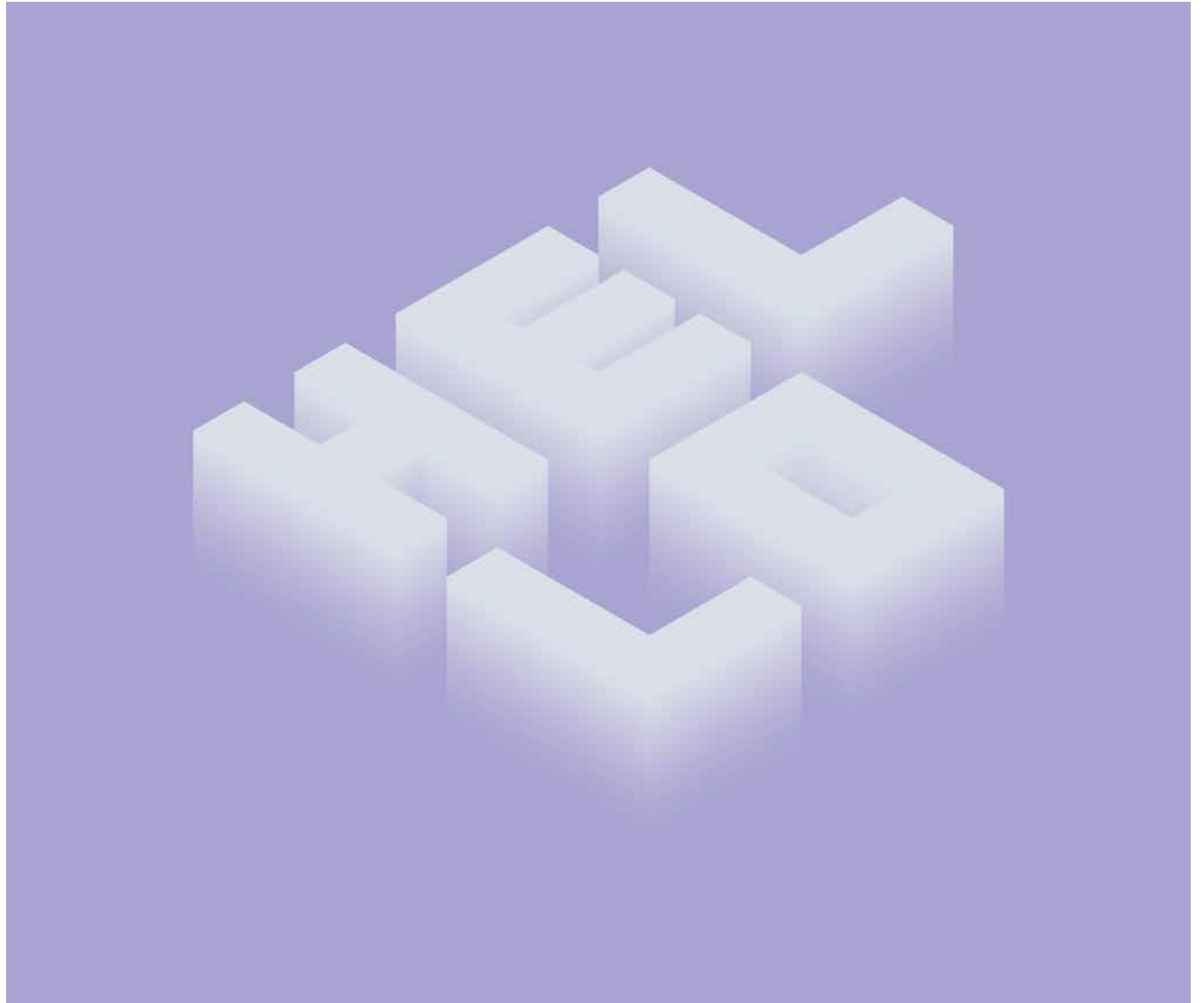
Moon

The characters known as Thai loop are typically not extensively used as headlines. Therefore, these characters have been revised to serve as both body text and headlines. Part of the loop characters has been adjusted for width to enhance the weights of the font family.



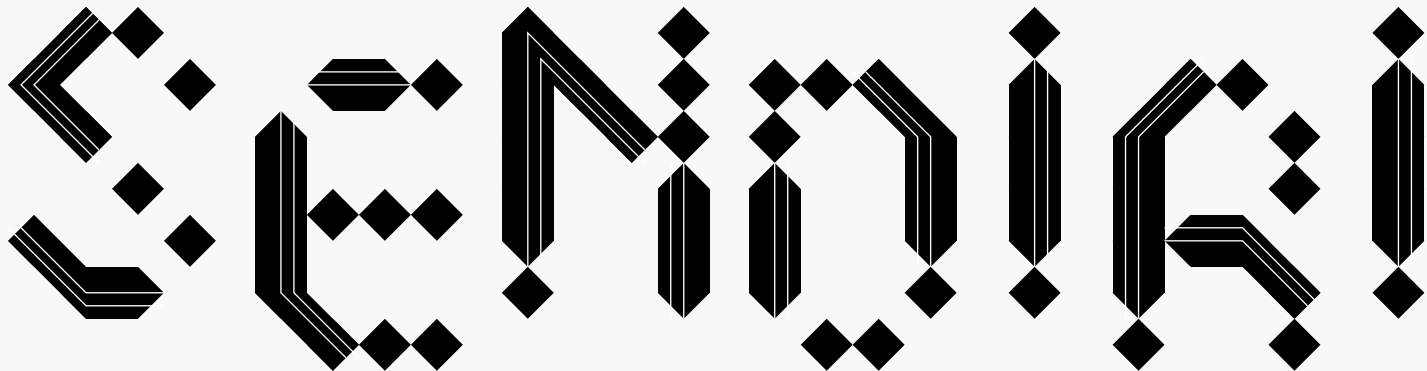
Hello

Typographic forms can reveal isometric structures, which are a method of creating three-dimensional typography.



Sendiri

The Indonesian word 'Sendiri,' meaning 'Isolation,' is interpreted through fundamental graphic elements such as dots and lines, with experimentation on specific English letters.



Icons and Infographic

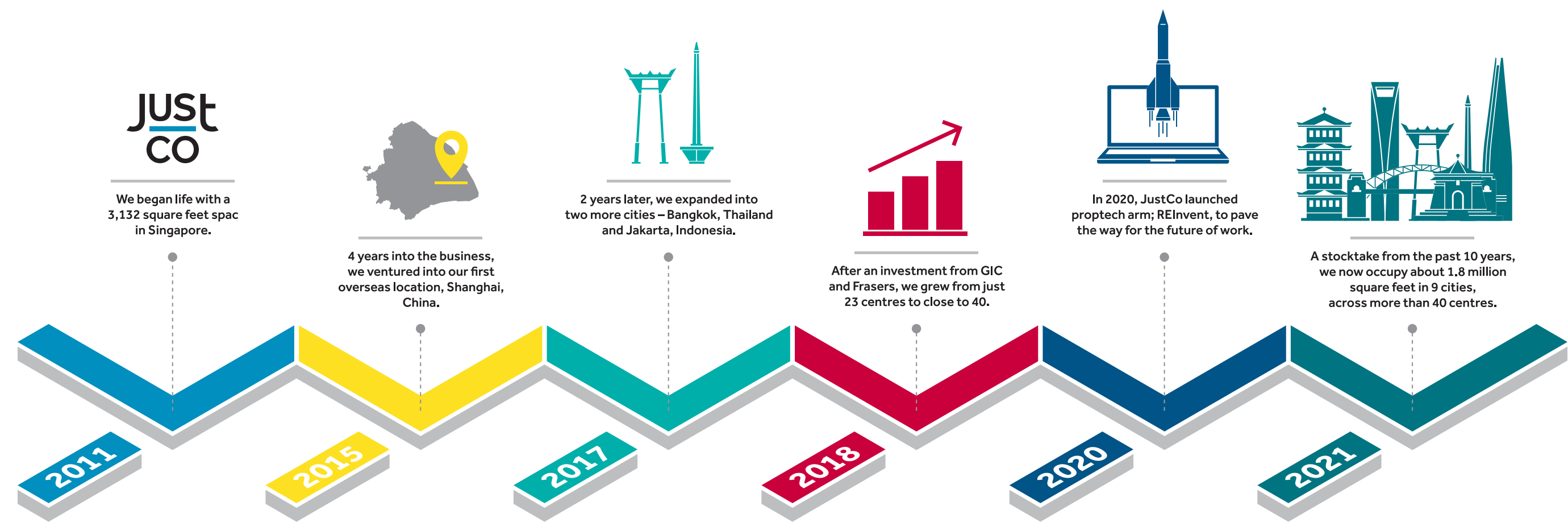
Home Service Application

The Home Service Application is a mobile app designed for the Sansiri Family, providing a new experience of urban living. Users can conveniently follow news and receive real-time notifications from juristic persons through this application.



10th Anniversary of JustCo

An informative timeline commemorating the 10th anniversary of JustCo, highlighting key events that have occurred over the past decade of its journey.



Packaging Design

Everyday Sustainable

Frozen coconut comes in four flavors: original, chocolate, cheese, and cinnamon, each distinguished by its own unique color.



The Black Codes

The Black Codes is an Electronic-Ambient Band, known for his single 'Keep Delete Ignore' by Karnpaporn Boonput.



Illustration

Social Addict

Technique : Digital Illustration

Year : 2020



Chinese Paper Cut

Technique : Hand Drawing and Digital Illustration

Year : 2020



Farm Factory

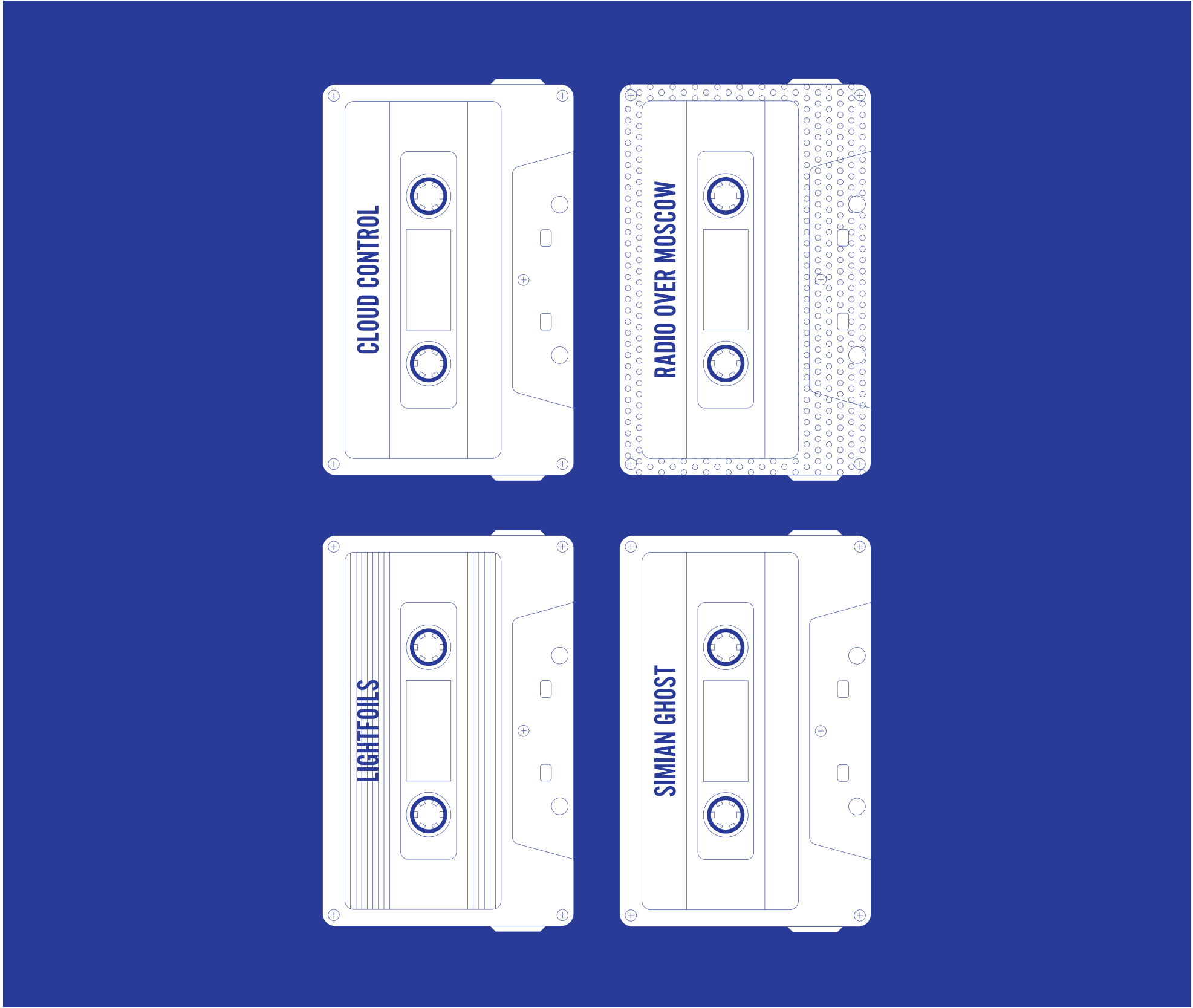
Technique : Hand Drawing and Digital Illustration

Year : 2015



Fox Radio

Technique : Digital Illustration
Year : 2014



Jim Thomson

Technique : Hand Drawing and Digital Illustration

Year : 2015



Thank You