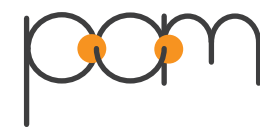
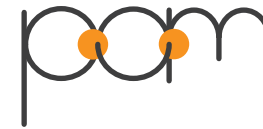


graphic designer



pom



Graphic designer

Education

2019-Present

Communication Design
Department of Industrial Design,
Faculty of Architecture,
Chulalongkorn University

2016-2018

Triam Udom Suksa School

2013-2015

Patumwan Demonstration School,
Srinakharinwirot University

Experience

2020

'ICH' Photo Exhibition
at Mother Roaster
Exhibitor

2019

Mat Proc Draw Gose Bauhaus:
A Celebration of 100 Years of
the Bauhaus" Goethe-Institut
Exhibitor
Heng Heng Exhibition
Exhibitor

Skills

Creative Technical Skills

Adobe Photoshop
Adobe Illustrator
Adobe After Effect
Adobe Lightroom
Final Cut Pro
Cinema 4D
Arduino

Language Skills

Native in Thai
Fluent in English
Beginner in Korean

Work scopes

Graphic design
Publication design
Video editing
Content creator
Motion graphic
Photography
Interactive design

Contact

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A Space for Memories

พื้นที่ของความทรงจำ



Object design

Year : 2024

Tools : Adobe Illustrator,

Media : Prited Notebook, Paper Box, and Acrylic ruler template



Life stories, belongings, and memories multiply with age, contrasting our ability to remember. As a result, preserving these memories and having the ability to look back on them becomes just as significant as creating new ones.

"A Space for Memories" is a notebook that allows users to simulate the space of their bedrooms through furniture stickers. In this process, users will mentally revisit the places they once lived during different stages of life. Afterward, they can draw objects and write down stories from each bedroom, including attaching pictures or other items they wish to collect in this notebook. These objects will represent the memories and identities of the users. By recording through images and using each bedroom to represent different periods in life, it will serve as a tool to help us store memories more comprehensively and diversely for each stage of life.

The Youth's Chair

청춘의 의자

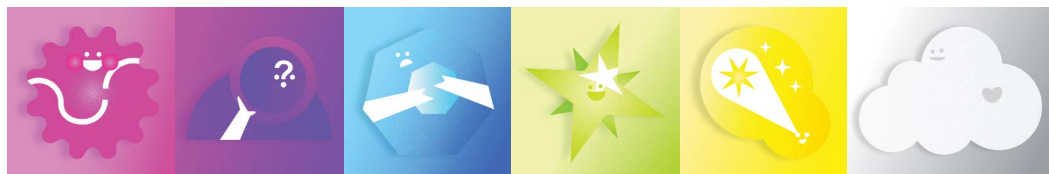


Site-Specific Art

Year : 2023

Tools : SketchUp, Adobe Illustration

Location : Chung Ang University, Anseong Campus South Korea



This project started with the concept that many college students have lost their own characteristics through the education system and become just normal students after graduation due to the rule and restrictions in University. The orange stadium chairs are used to compare with those students. After researching, I design 6 types of sticker that represent each characteristic and let other student attach the sticker on one chair base on the characteristic that they want to keep, do not want to lose.

The outcome is a chair that looks extraordinary from all others but it still have its quality which people can sit on. It similar to us, people, we still work well while being ourselves.





Jeju's Spirits

제주의 증류주

Publication Design

Year : 2021

Tools : ProCreate, Adobe Illustrator, Adobe Indesign

Media : 38 pages zine 15 × 21 cm



When the spirit of nature meets the spirit in a bottle.

Jeju Island, the largest island in South Korea. Not only the beauty of nature, but Alcoholic beverages on the island are also equally charming. This zine will take you to see the places in Jeju Island that fit well with each alcoholic beverage. You will Feel like traveling up Hallasan Mountain while sipping soju on top of the mountain.

This zine combines the illustration of the various alcoholic bottle with the wonderful scene in Jeju island. The color scheme of each location comes from the color of the beverage labels.





Stop 3
Hallasan Mountain
한라산




Hallasan Soju 한라산 소주 Alc. 22%
Hukbuseo 허벅수 Alc. 35%

Hallasan Original is a premium soju made from 100% alkaline natural bedrock water and field rice produced in clean soju. Hukbuseo is distilled soju, carefully selected rice is brewed using a low-temperature fermentation method and stored in an oak barrel.

Stop 5
Seongsan Sunrise Peak
성선 일출봉




Jeju Wit Ale 제주 화이트 에일 Alc. 5.2%

Jeju Wit Ale, the representative beer of Jeju, uses Jeju water and organic ingredients and is brewed with a subtle citrus aroma and refreshing taste. German barley malt and wheat malt are added to this for a smooth taste.

Stop 1
Ora-dong buckwheat field
오라동 청보리-배알골밭




Omega 오채기술 Alc. 13%


In Jeju, rice was precious so they decided to start making alcohol with relatively rich millet rice. As a result, a special liquor that can only be brewed in Jeju was born. 'Ocha-gi' means the millet in the Jeju dialect. Ocha-gi is an liquor made from millet, Using Ocha-gi Malt, fermented with Jeju natural subterranean water and yeast.

Jusangjeollu Cliff
주상정리대

613-94, Minsu-dong, Seongsu-gu, Jeju-do, South Korea

The Jusangjeollu Cliff was created when lava from Hallasan Mountain erupted into the Jeongsan Bay. Appeared as a dark and horizontal rock made up of basalt. The eroded of the cliff is similar to the form of 'Daggo's Toe'.

It's one of the beautiful on Jeongsangjeollu Cliff. The wind blows the sea waves freshen. The sound of waves hitting a volcanic rock, the scenery and unique for each time. The waves hitting the rocks and breaking was when bubbles like the waves were that attached to the plate. The wine grows off the harmony of wine, sea, rock and sand tone, and also mixes with variety of Jeju's natural ingredients.



Pecked Hallabong

As the title 'Hallabong' is a very famous fruit, it is made by using only the whole part from the central fermentation area. During a 24-hour fermentation, and aging in the oak barrel, it is brewed in the barrel. The wine can be drunk on the table which you get from the pecked hallabong of each island. It has a rich and aromatic taste. The wine is brewed with the same water and soil as the island.

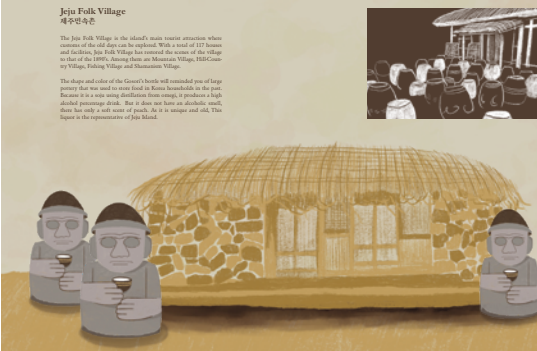


Jeju Folk Village
제주민속촌

613-94, Minsu-dong, Seongsu-gu, Jeju-do, South Korea

The Jeju Folk Village is the island's main tourist attraction when you visit the old days on Jeju Island. With a total of 117 houses and buildings, the Folk Village has recreated the houses of the village in Jeju of the 1980's, showing Jeju's traditional Jeju Culture. It is a place where you can see the traditional Jeju houses and buildings.

The shape and color of the Grass's house was combined one of the pottery that was used to make food in Korea households in the past. Because it is a very strong durability from strong, it produces a high alcohol percentage drink. But it does not have an alcoholic smell, thus has only a soft taste of punch. It is a unique and old. This liquor is the representative of Jeju Island.



Ora-dong buckwheat field
오라동 청보리-배알골밭

76 Ocha-dong, Seon, Jeju-do, South Korea

Located in the east mountain range of Hallasan Mountain, the buckwheat field of Ora-dong is a unique place. The buckwheat on the mountain, you might not get from elsewhere. It is brewed in the barrel.

Both the drink's color and the label's illustration of a mountain with the white misty scene that night, the drink is brewed because it is made from better and rice. It has a taste of grain. The wine has a unique taste and aroma from the long history of brewing in the middle of the buckwheat field.



Example pages inside the book.



Jeju's Spirits Zine



ba mama

芭妈妈

Identity design

Year : 2021

Tools : Adobe Illustrator

Media : Letterhead 21 x 29.7 cm, Envelope 16.2 x 22.9 cm,
Business card 9 x 5.5 cm, Spoon sleeve



Identity design for baked banana vendor store at China Town, Charoenkrung, Bangkok which has inherited the business for two generations, more than 80 years. Baked bananas are not only delicious but also have a lot of nutrients. When I was a kid, I used to eat bananas from this shop instead of normal mashed bananas. This idea led to the design and creation of a new image for the store. The name of the shop is derived from the word BANANA and replaced by MAMA, which means mom in Chinese.



Lottery bark เปลือกโพย

Packaging design

Year : 2021

Tools : Adobe Illustrator, Cinema 4D

Media : Box 10 x 25 x 15 cm, Tools box 9.5 x 9.5 cm,
Instructions paper 9.5 x 24.5 cm



The bark is a natural resource that is innumerable. But when it comes to the bark that Thai people like to worship, those trees seemed to have increased in value and price. Don't waste time looking for lucky numbers in different trees. Let those bark come to you. This project aims to design new packaging and add value to those bark. The design consists of a Bark box , Incantation, tools to help find lucky numbers such as candles, powder. The two branches under the box are used for help deciding on how to risk your luck with the numbers that you have seen.

The final outcome is done in 3D.

rebond.

Application for prisoner's relatives.

UX/UI Design

Year : 2021

Tools : Figma

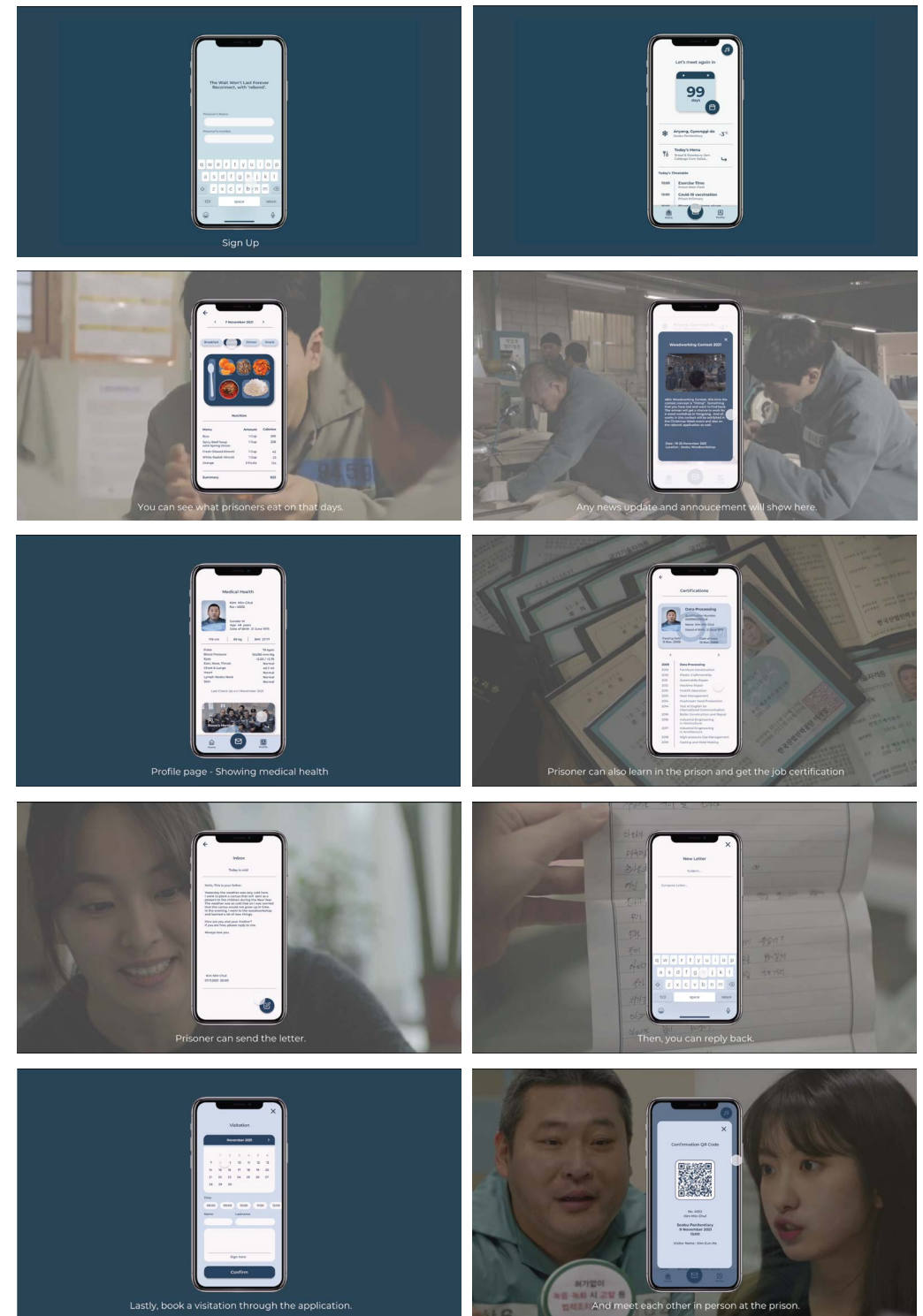
Media : Mobile Application (Prototype)



Inspired from "Prison Playbook", This application is created for people outside the prison to know that their relative is living fine inside the prison. It will contain all the information that they want to know. And instead of sending mail like in the past, this application will be the connection between prisoners and the world outside. It will give prisoners the hope to have a better life after the release day.



Scan to experience





Thailand Only

ไทยแลนด์ออนไลน์

Campaign design

Year : 2021

Tools : Procreate, Adobe Illustrator, Final Cut Pro

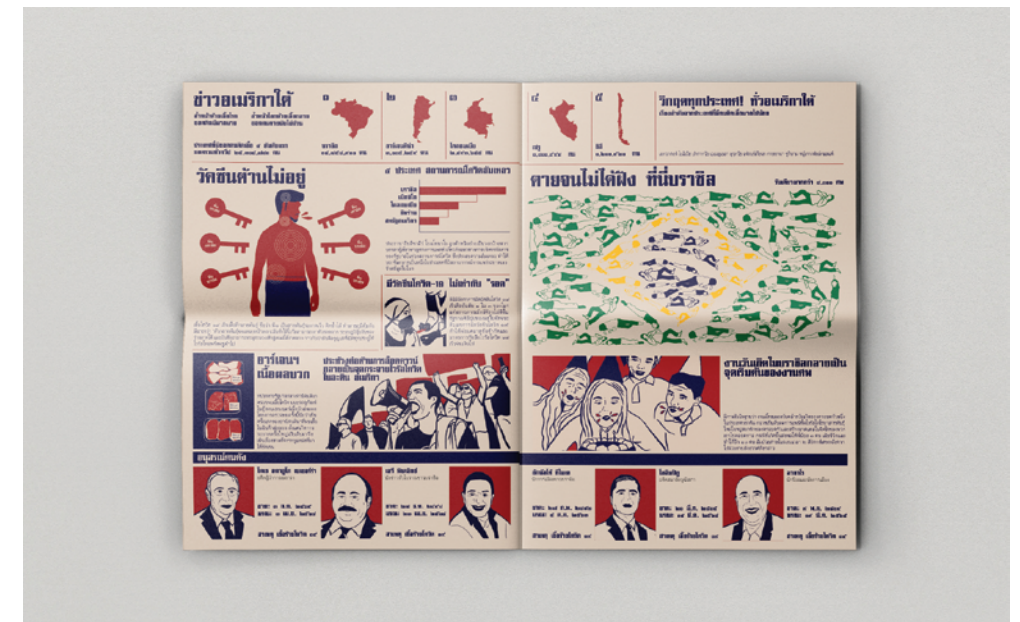
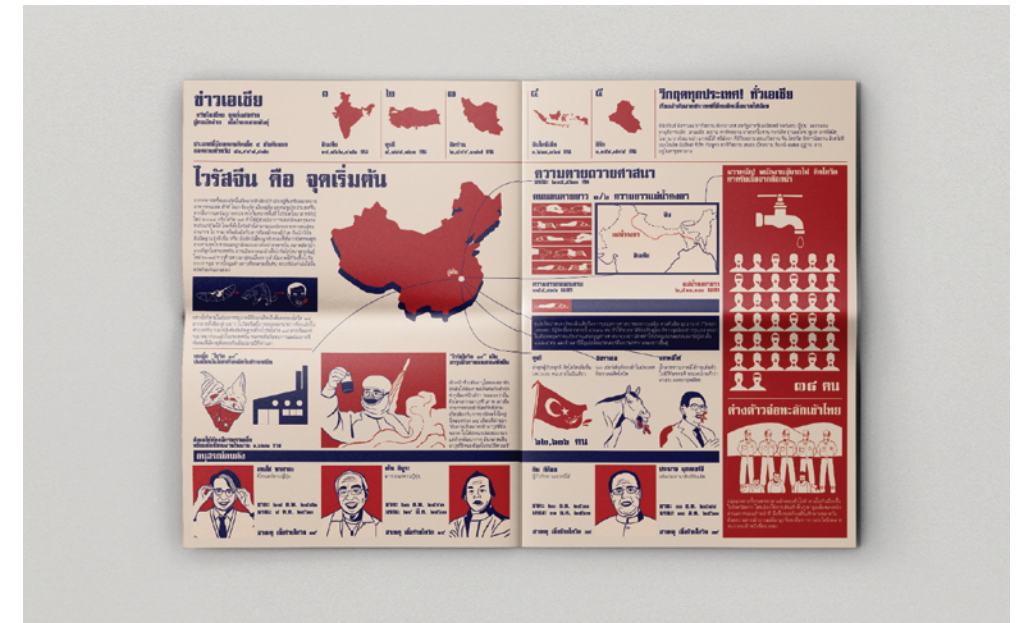
Media : Newspaper 42 x 59.4 cm , Poster 59.4 x 84.1 cm, Video 1:09 minutes



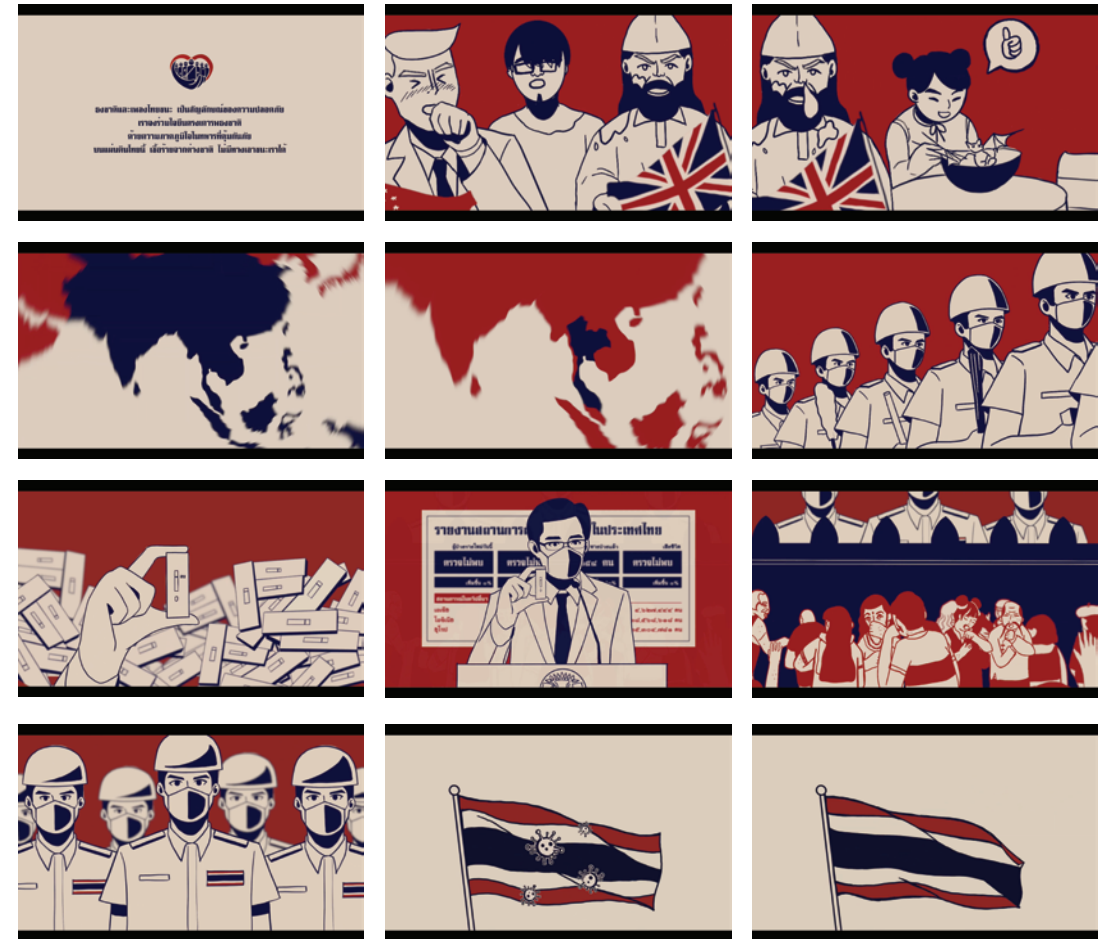
Should Thailand open the country or not?

Although Thailand is a tourist country but the danger from the Coronavirus from the outside is more frightening. This project is the implementation of the propaganda concept. It is applied to Thai people to trick people into believing that the Coronavirus comes from foreign countries while our country, Thailand, is the safest. The selected color tones come from the colors of the Thai national flag. The art direction inspired by the propaganda poster in North Korea and Chinese. The illustration come with high contrast and thick stroke between subject and the background.

The prologue wrote, "แผ่นดินไทยต้องสะอาด ปราศจากเชื้อร้ายต่างชาติ" which means "Thailand must be clean, Free from foreign germs". There is also a poem on the poster and each page of newspaper that refers to the anti-communist posters in the past in Thailand.



For the newspaper we selected this media because to create propaganda, It must be one-way communication causing people to not be able to receive news from other sides. And the newspaper is also knowable as a very trusted source.



The video is an adaptation of the national anthem. Which is planned to show to the public to watch and listen in every 8:00 and 18:00 of every day as a normal national anthem.



Video presentation

Group project

Phatchariya Charoenchitwattana
Panisa Vanichthanakul
Wasuda Thongdee
Manasawat Kawsakul
Siraus Taveeratana

Roles : Overall Ideation, illustration for publication, Publication and Poster Layout, Video Editor





June - Lyrics Video

Original song from TELEX TELEXs

Motion graphic

Year : 2021

Tools : Adobe After Effect, Adobe Illustrator

Media : Video 3:53 minutes



June is a song about teaching people to be happy with themselves, looking around, and seeing begins in the metro in London before shifting to walking the city and sitting in the park. I decided to illustrate the scene with the old metro color scheme in London which is green, gold, and brown. Moreover, there are some small elements that I put in to make this lyric video more adorable such as birds, mint ice cream, sunbathing chair, and the vinyl player.



Lyrics Video



Pla-ka-rang

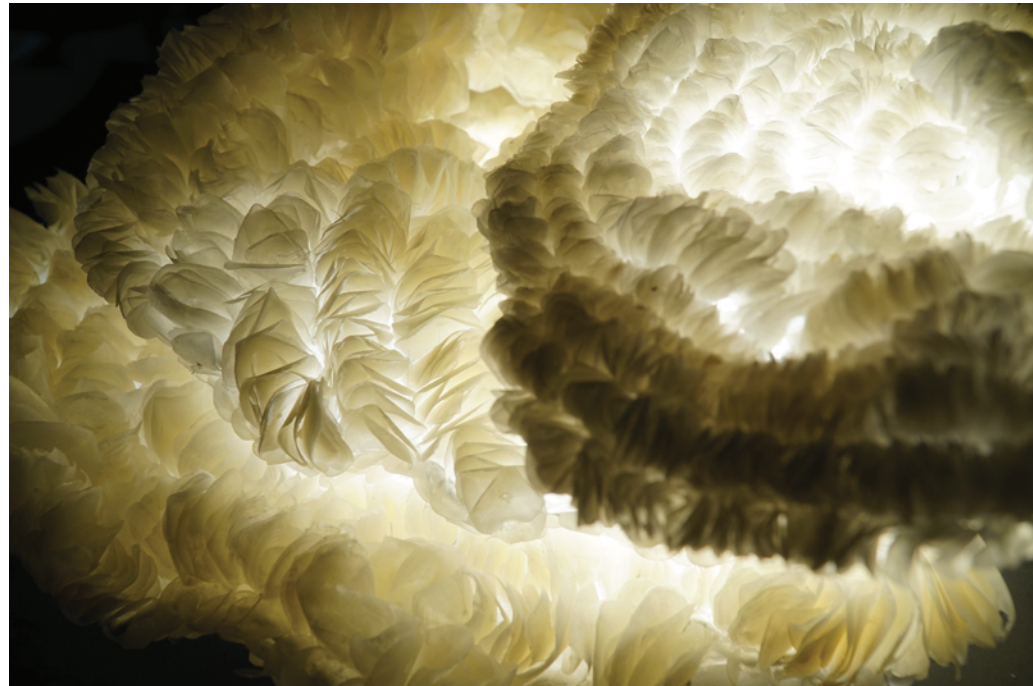
ปลา-กา-รัง

Installation

Year : 2019

Tools : Fish scale, Wires, Mulberry paper, Light bulb

Size : 50 x 30 x 20 cm



Humanity has caused permanent disruption within marine life, especially with living organisms such as fish and coral reefs. For this project, we've chosen fish scales as prominent material. Fish scales are often piles of waste found in local markets, giving us easy access to the material. The fish scales are used to symbolize protection; how protect the fish skin, much like how we're using this material to encourage marine life preservation. The transparency of fish scales give it the ability to play well with light which is why we've chosen to produce a lamp. The color of this coral lamp is kept white to depict the color of dead corals due to human destruction, contributing to the loss of numerous living organisms.

Group project

Phatchariya Charoenchitwattana

Nattaporn Komenek

Thanawat Pitakkotchakorn

Tariya Anna T. Somrit

Roles : Overall design, Embroider Fish scale Circuit wiring,





Rays of hope

Installation, Interactive design

Year : 2021

Tools : Arduino, Wood work

Size : 25 x 25 x 50 cm



This furniture's form and function is inspired by ENFP personality type and "The Miracle of Namiya General Store" to create a comforting and optimistic surrounding for anyone who is interacting with it. The furniture shines light into people's life while also behaving as a post box allowing people to let go of their negativity. After one drop down a letter through, one random color light will pop up at the back that tells which responding letters one should be picking up. Each of all 6 color light, replicating the rainbow spectrum, is designated with different comforting responses that is carefully folded into an origami. This lamp will show you the beauty of living, once again.

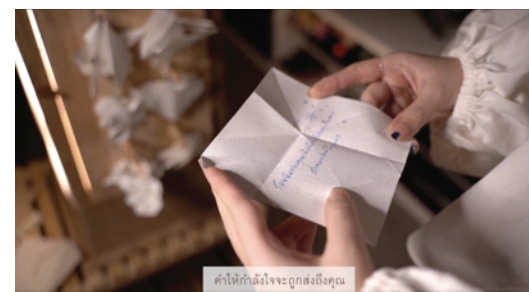
Group project

Phatchariya Charoenchitrwattana

Wasuda Thongdee

Varissara Patiparnprechavut

Roles : Roles : Concept developer, Coding, Circuit wiring, Filming



Video presentation

feel me

Installation, Interaction design

Year : 2021

Tools : Arduino, Cray sculpture

Size : Base 10 x 10 x 6 cm, Sphere Speaker 7 x 7 cm



To reconnect people who have long-distance relationships, 'feel me' is the object that have motion sensor detecting and speaker. This object will send signals to each other through Arduino and wireless module (NRF24L01). When the sensor detect the motion from one side, the sound of nature and the light will turn on in the other side object.

The design of the product inspiring from 'Crown Shyness' which is a phenomenon when trees react to each other having channel-like gaps. We adopt this concept because it can resemble the making of a connection.

Group project

Phatchariya Charoenchitrwattana

Thunwarath Ngamwongsakollert

Thadakan Chantapoto

Roles : Concept developer, Coding, Circuit wiring, Filming



Video
presentation



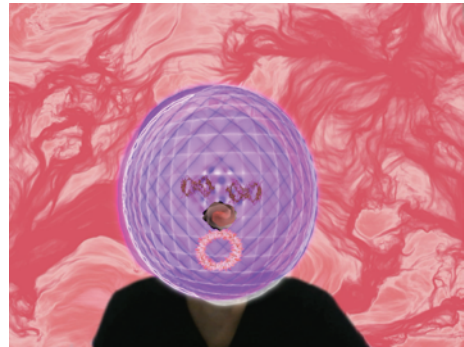
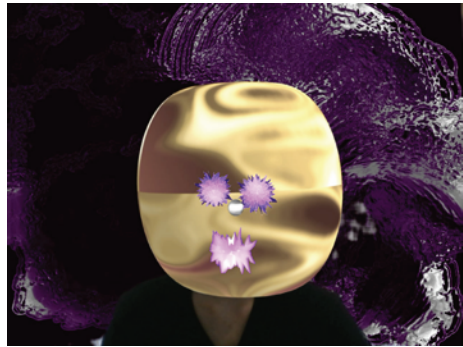
Utopia

The Genesis of 4 Continents-Humans

Interaction design

Year : 2021

Tools : Touchdesigner



Utopian is an interactive questionnaire that will design your appearance in the "Utopia", which is an ideal world. We chose to base our interpretation on religious beliefs of human in different continents in buddhist cosmology. As we aim the result to be fun and creative like the unreal Utopia world.

Group project

Phatchariya Charoenchitrwattana

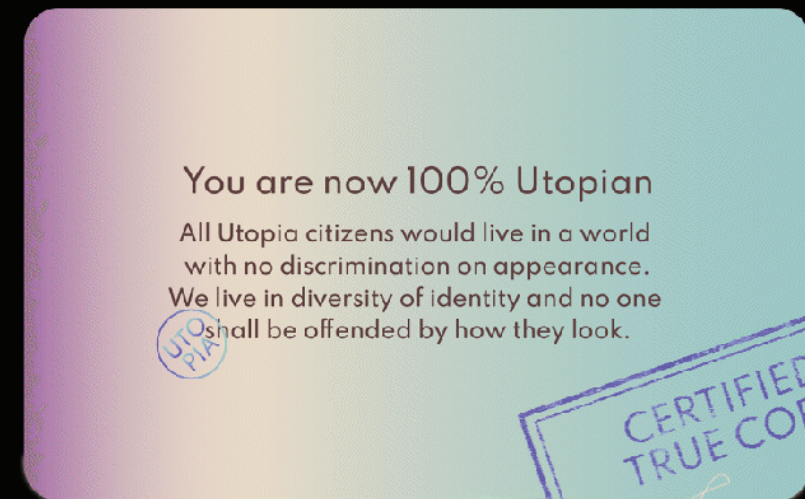
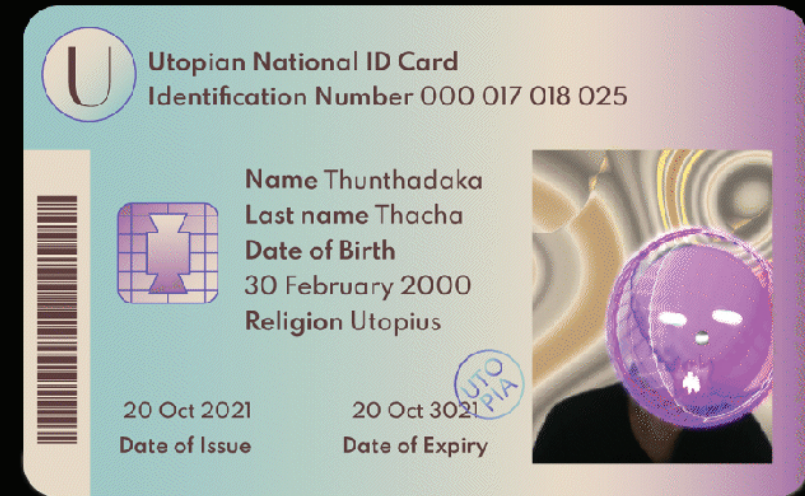
Thunwarath Ngamwongsakollert

Thadakan Chantapoto

Roles : Visual design, Touchdesigner, Filming, Video Editing



Video presentation



Utopian

Join us in our Utopia and create your own virtual identity as a Utopian



www.pamphatcha.com

