

Natt Sereerath

Design Portfolio

*Compilation projects
and artworks
2019-2024*



Natt Sereerath



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bukcre

Profile Summary

As a design and architecture enthusiast, I am trained to see the potential of creativity and solutions beyond the conventional frame. With exceptional skills and experiences in various fields, I am certain to deliver the best results along with memorable and meaningful processes. With real experience working with clients and peers, I believe compromise is the key to create a stunning design where every opinion is sensitively considered. Beyond these achievements, I am passionate about learning and exploring new knowledge and perspectives to strengthen my role as a designer and architect.

Academic Background

2020-2024
Chulalongkorn University
International Program in Design and Architecture

2023
University of Seoul
Faculty of Architecture
(Exchange Program)

2008-2020
Ekamai International School

Technical skills

Graphic
Adobe Illustrator, Adobe Photoshop,
Adobe Indesign, Canva

3D Modelling
Rhinoceros, Grasshopper, Blender

Rendering
Enscape, D5, V-ray

Motion
Twinmotion, Unity

Experiences & Awards

2021-Present
Design tutor
Part time tutor / assistant
for drawing, programs, and
interview courses

2021
**Cofounder and merchandise
designer**
Product and corporate identity
design for alcoholics.club

2021
Memorable Award
APEC Thailand 2022 Logo
Design

2020-Present
**Graphic and packaging
designer**
Independent designer working
with various brandsdesign for

Soft skills

Creative Thinking

**Analytical and
Critical Thinking**

Leadership

Management

Negotiator

Teamwork

Languages

Thai



English



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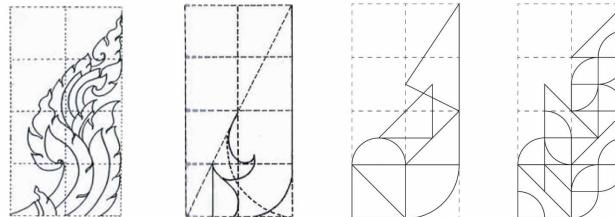
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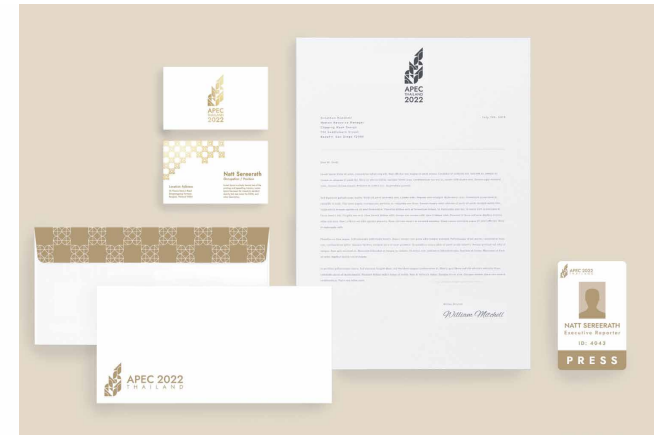
APEC Thailand 2022

Graphic and CI design
Adobe Illustrator
Adobe Photoshop

“Dare to change, Embrace our roots, Blend in diversity”. As host of the APEC convention 2022, the design aims to present Thailand as a country of innovation and prosperity, meanwhile possessing individual traditions and cultures we proudly celebrate among ourselves and the rest of the world. Hence, the logo consisted of 21 individual geometries founded on the Thai traditional “Kranhok” pattern reinterpreted in abstract and contemporary approaches.



APEC THAILAND 2022



Fundamentality & Universality

Collaboration among the 21 nations

Glory and Richness of Thailand



Alcoholics.club

Graphic and packaging design
Adobe Illustrator
Adobe Photoshop



Founded during the pandemic, Alcoholics.club is a playful alcohol spray. The logo features a vibrant star character, its rosy cheeks give the impression of being “drunk” which is a subtle nod to the brand name. The spray comes in 3 scents: Vodka, Champagne, and Gin. Each bottle was designed with different cutout in the shape of glasses uniquely used for each drinks. This not only improve coherency in terms of design language, but serve as a passive gimmick of glasses slowly depleting through each spray.



Toasthouse .bkk

Graphic and packaging design

Adobe Illustrator

Adobe Photoshop

Inspired by its name, the logo integrates the image of a house with the brand's name, using clean, simple lines to enhance its visibility. The selected color palette ensures visual appeal, especially against a white background, adhering to packaging constraints while maintaining an instagrammable design.



UFO

Logo and packaging design

Adobe Illustrator

Adobe Photoshop

With the client's vision of creating a fun and striking rice brand, UFO logo was designed by integrating the imagery of a UFO spaceship with a traditional Thai rice harvesting tool. The packaging design underwent several iterations, initially featuring bold alien elements. The final design was refined for better appeal for wider range of customer, meanwhile maintaining its fun and engaging aesthetic.

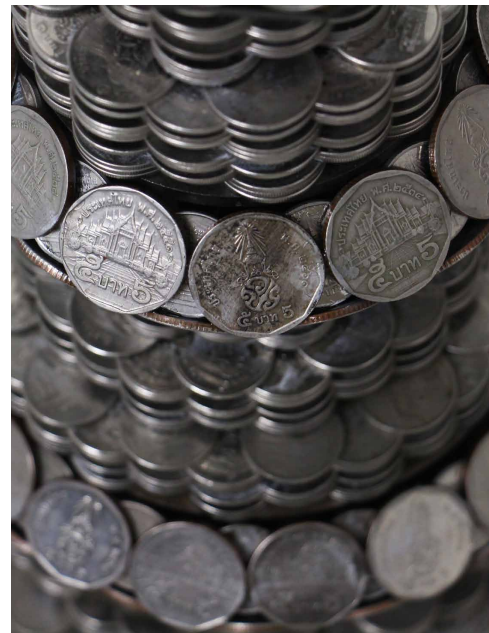




Table talks

Graphic design
Adobe Illustrator

Being born in a half-Thai-Chinese family, we often dine around a circular table decorated with mother of pearls. These decorations portray stories of ancient Chinese life. The project reimagined this typical everyday object into a medium of appreciation where stories and memories of my family were portrayed and commemorated instead of the unrecognized motifs.



Crown of Coins

Installation design
Coins fixture on acrylic structure

The history of the Franco-Siamese War, known by Thais as the 112 crisis, has been studied and the significant role of coins during that event was fascinating. Coins are seen as small units of currency, however, they played a crucial part in saving the country from colonization. The art piece was inspired by the red bag money, the King's private funds, which were used to pay war debts to the French government. This piece serves as a reminder that despite its little cost, the hardship and sacrifices of our ancestors to preserve our nation's sovereignty transform coins into something greater beyond their superficial value.



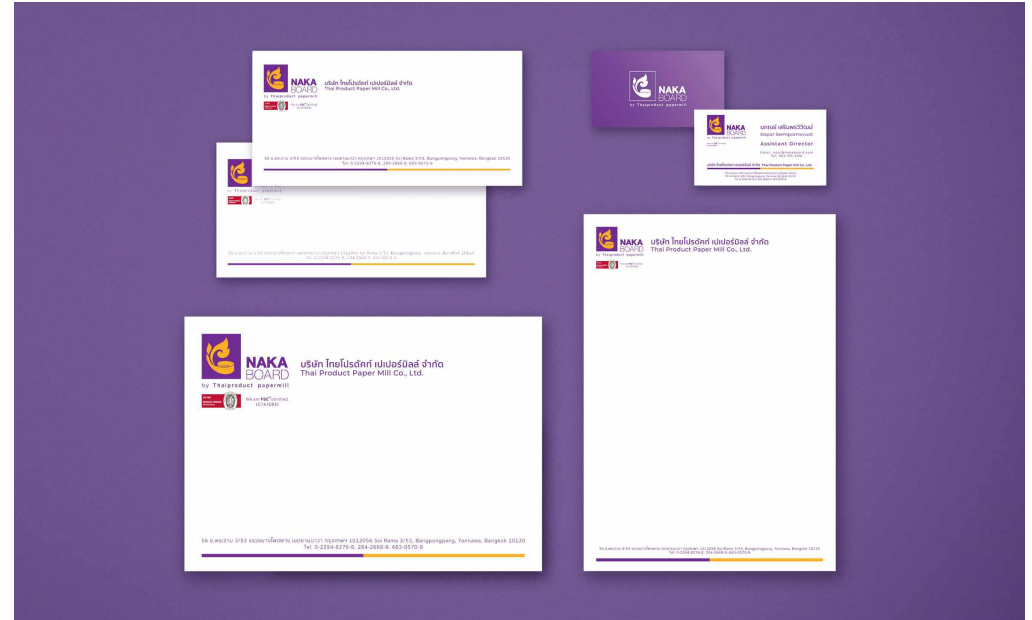
Tasty Tummy

(Academic project with Danuda Chotkangwarn)



Loves Goods

Commissioned project



Naka Board

Commissioned project



Thammasat University

Logo competition



Friend Flowers

Commissioned project



Dragon Mala

Commissioned project



Budlee

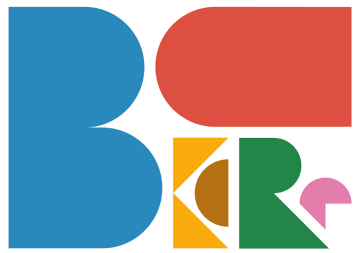
Commissioned project



Miew_Official

Commissioned project

Packaging and merchandise design



Bukcre
Personal project



Alcoholics.club
Personal project



Kub Khao Ban
Personal project



Healthy Belly
(Academic project with Danuda Chotkangworn)



Orange Taikai
Academic project



Mahidol University
Logo competition



Boonrawd Brewery
Logo competition



Thammasat University
Logo competition

Logo design



Mahidol University
Logo competition



Loves Goods
Commissioned project



F93
Commissioned project



Rhythmcacao
Commissioned project



CK Lock
Commissioned project



Sangthong Rangnam
Commissioned project

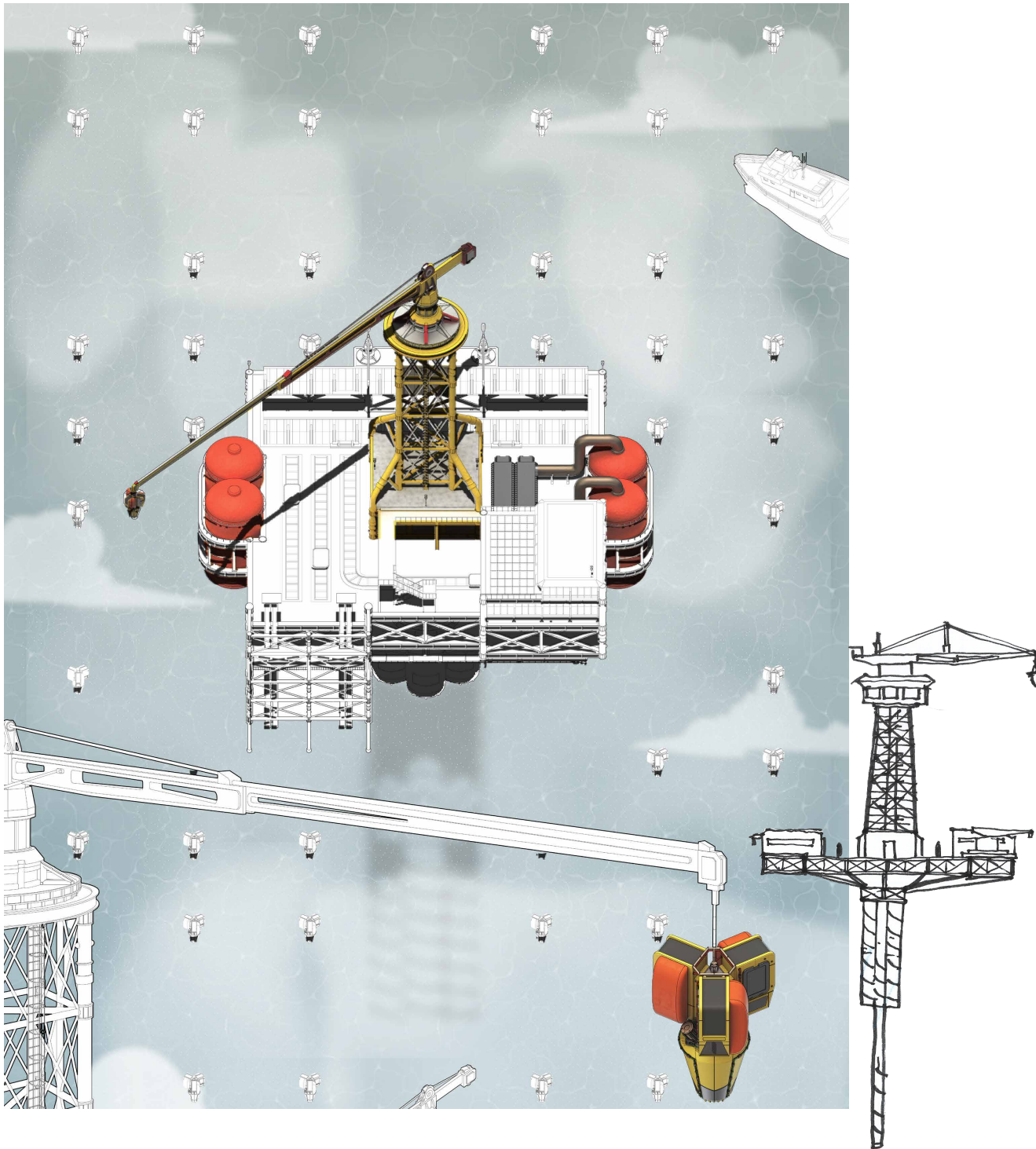


Mondd
Commissioned project



UFO
Commissioned project

Logo design

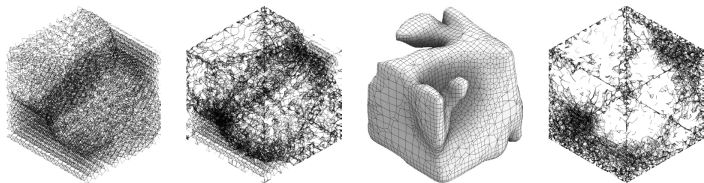
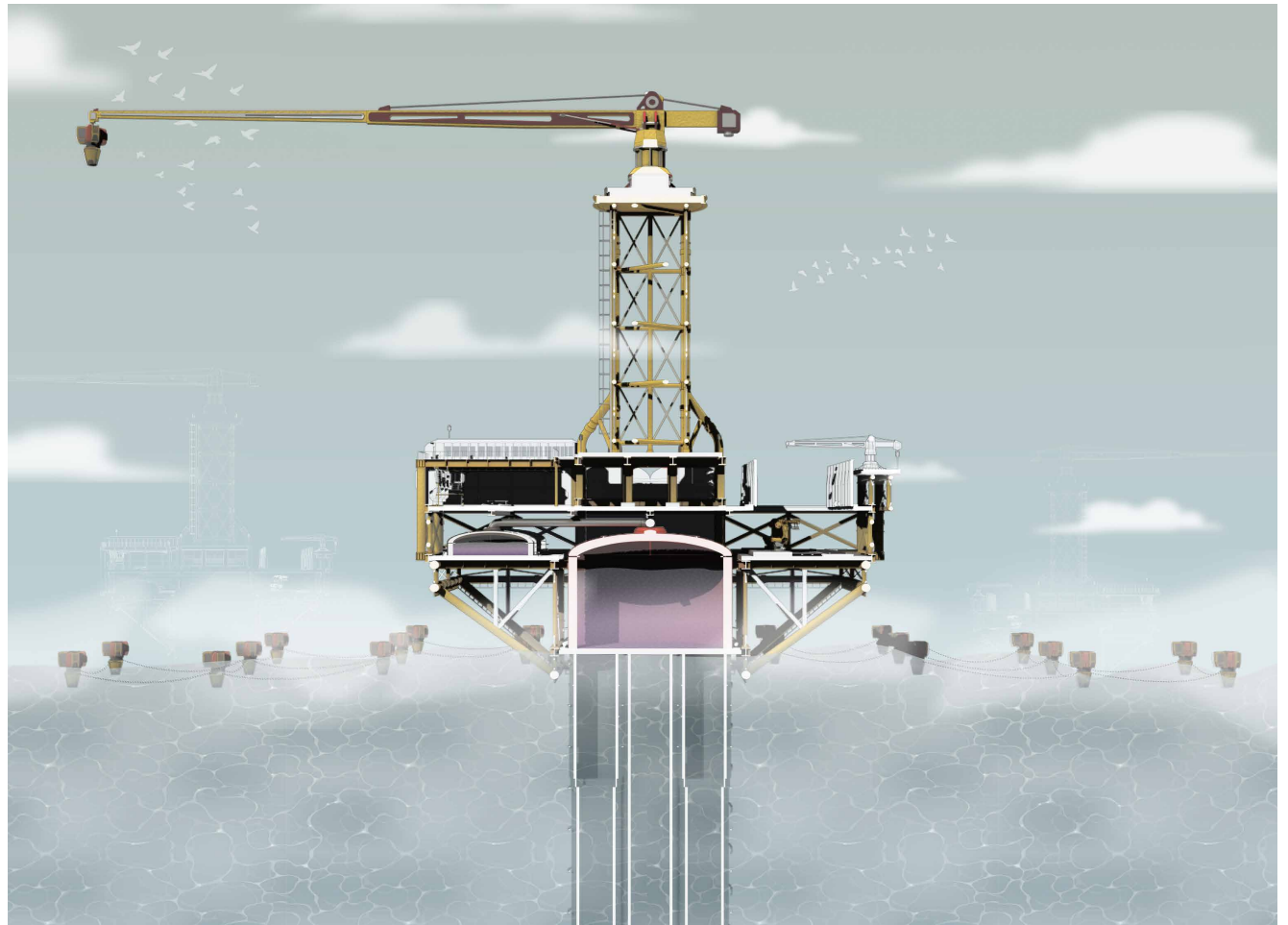
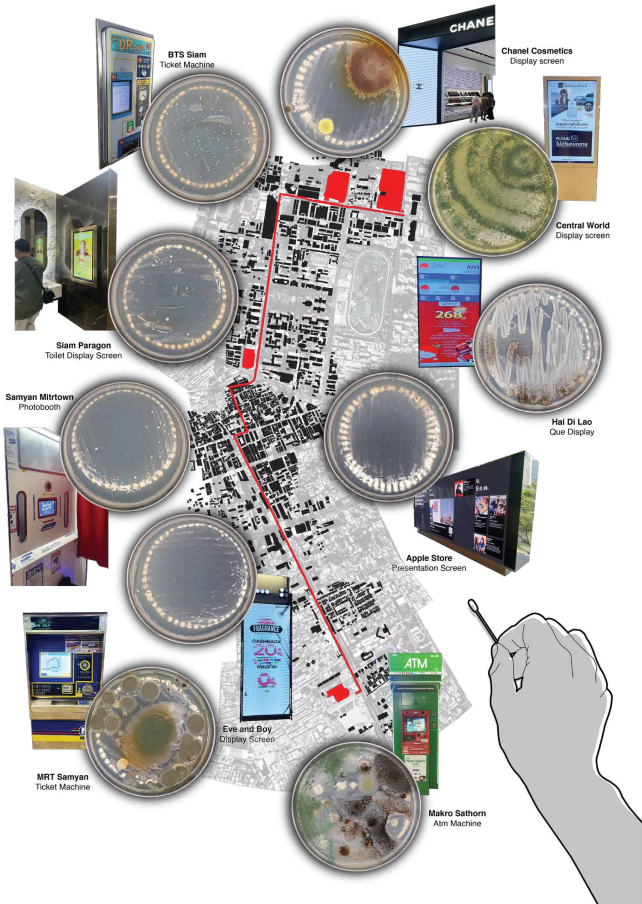


Layered Ecologies

Speculative architectural design
Rhinceros
Vray
Unity
Houdini

Exploring the inhuman symbiotic relationship found on mobile screens, microorganisms, and technology embodies an intriguing notion. The ultra-flat surface designed for humans is simultaneously an ideal growing environment where bacteria thrive. These entities play a vital role in the ecosystem and humanity, yet often go unrecognized. Is this fair?

The project envisions an inclusive coexistence between microorganisms, technology, and humans by imagining a data center, the backbone of the human digital realm, managed by *Escherichia coli* and *Legionella* bacteria. The facility located in Null Island challenges the traditional human-centric economic model and proposes decentralized server buoys regulated entirely by inhuman species. Ultimately, the project highlights the hidden symbiosis where microorganisms and technology could constructively and equitably coexist within the biosphere and technosphere alongside to humans.



Link to the Project Introduction video

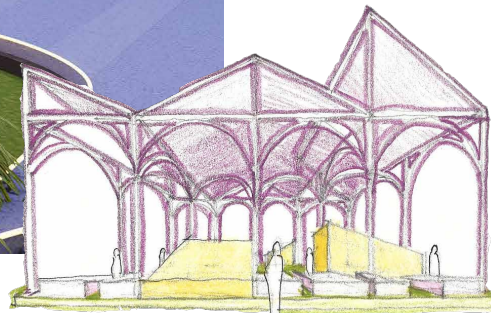


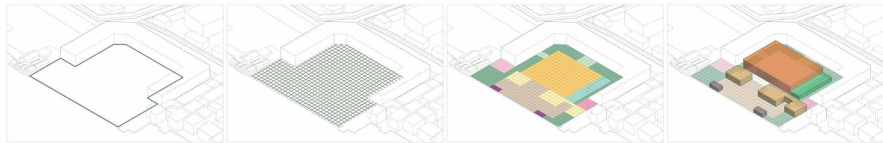
Revitalize Tha Tien Market

Architectural design
Rhinceros
D5
Adobe Photoshop

Consumed by tourism and lack of maintenance, the Tha Tien market no longer lives up to its original glory and function. In response to this, the project aims to revitalize, reimagine, and redefine what the Tha Tien market would have been back in its glory days under the present context.

Bounded by a yellow, neoclassical building and Wat Arun, the project creates a communal, buffer area away from the site edges to better promote visibility and circulation of this prestige location. These communal areas provide space for public activities and events which would truly revitalize Tha Tien market and its locals. The green color palette was utilized to best augment seafood products famous in the site. Ultimately, serving more than a mere renovation project, but a design approach where the history and future possibilities of the site are preserved and commemorated.



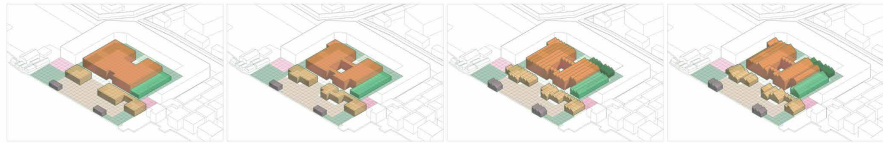


Property Boundary
Removal of existing buildings

Alignment to context
Grid extracted from existing columns

Zoning
5 programs placed based on grid

Extrusion
Extrusion based on program of each zone

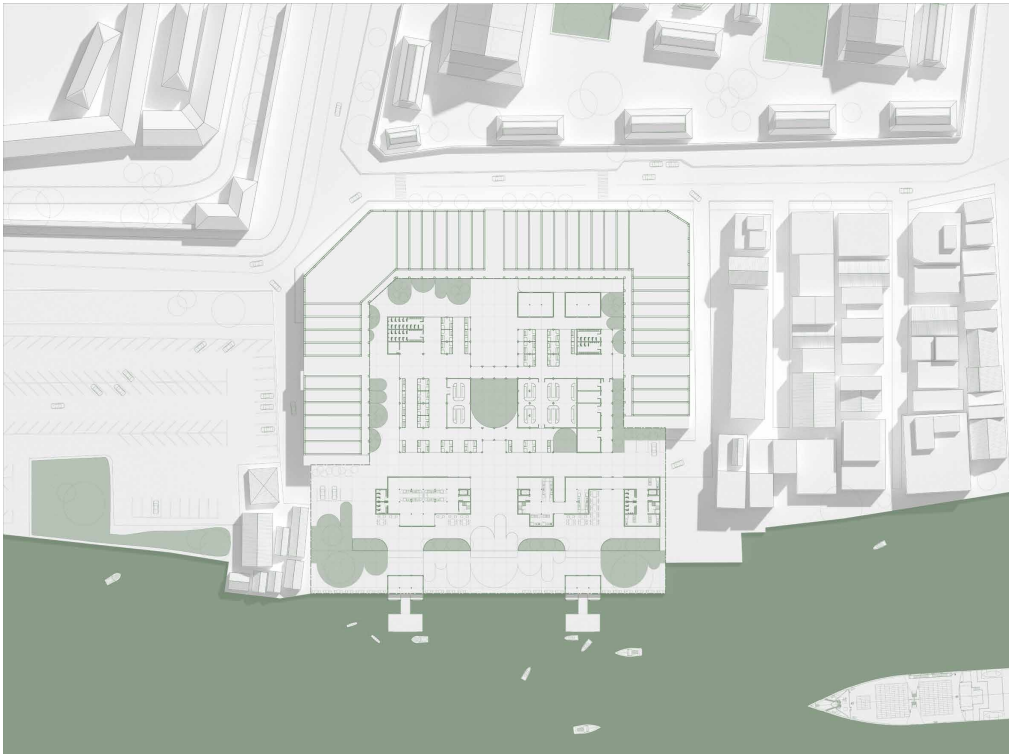


Entrance offset
Additional space for entry points

Void
For light and air access into extrusion

Maintain Identity
Roof form of The Ten market preserved

Variation
Missing flipped / scaled for variation





The Mu

Housing for the Mutaloo

Residential design
Rhinceros
D5
Adobe Photoshop

Rooted in Thai society for generations, the Mutaloo community is a group of people who believe spirits, ghosts, and divine beings play a vital role in determining the well-being and every aspect of their lives. Inspired by the subculture of the Mutaloo community, the Mu is a housing project designed with various shared religious facilities such as a worship hall, prayer rooms, and a ceremonial bathhouse. The site is located along the Ploenchit road which is bounded by the 6 most influential divine sites in Bangkok.

With its prestige location in terms of urban facility and divine energy as well as its various designed shared accommodations has made the MU, the ultimate housing for the Mutaloo community to live, interact, and expand their belief on their spiritual journey.

