

PORTFOLIO

2024



PAPADA PRICHAYANGKUN

about - me

PAPADA PRICHAYANGKUN

Designer

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Experiences

2022-2023

Freelance Interior Designer and Designer

House design for a client in a concept of cosy home. Also prop design and photo shoot for food and product sales.

2021

4 Months of internship at A49HD, Bangkok, Thailand

Design concept and sketch the design using 3D program and Photoshop. I have worked in a professional in home design.

Skills

- Illustrator
- Photoshop
- SketchUp
- V-ray
- Autocad
- Microsoft software
- Communication, Leadership, Teamwork, Creativity, Time management

2017-2024

Academic records

2023-2024

Master of Arts, Design Management Birmingham City University, United Kingdom.

2017-2022

Bachelor of Architecture, King Mongkut's University of Technology Thonburi, School of Architecture and design, Bangkok, Thailand

2014-2017

High School Diploma, The American School of Bangkok, Thailand



Driven by a passion for creativity and innovation. Passionate Designer with experience in creativity design projects. Seeking an opportunity to use skills and creativity to contribute to the design. And studied in Master of Arts, design management about design strategy and design thinking process

LANGUAGES

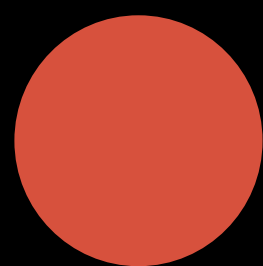
THAI and ENGLISH

Bangkok, Thailand

Social Media:

ormpapada 

papada prichayangkun 



content

1
Work Experiences

2
Interior Design Projects

3
University Thesis Project



work
experiences



Thesis Exhibition

Rendering and 3D model Design

Graphic Design

Photography

1:1 design and making

Project: In (a) House

Thesis exhibition



Main zone for opening and interview section



Final outcome of exhibition



Location: 515 Victory House

Work showcase area



Process of working

Teamwork skill, communication skill, and coordination skill



Market zone, food, drink, and souvenir

Thesis Exhibition “In(a)House”

In (a) house : existing informations, originating facts, carried on within a group of close people to expand its functions and facilities within the community. Creating a roof that transform strangers into friendship, family and building up connections.



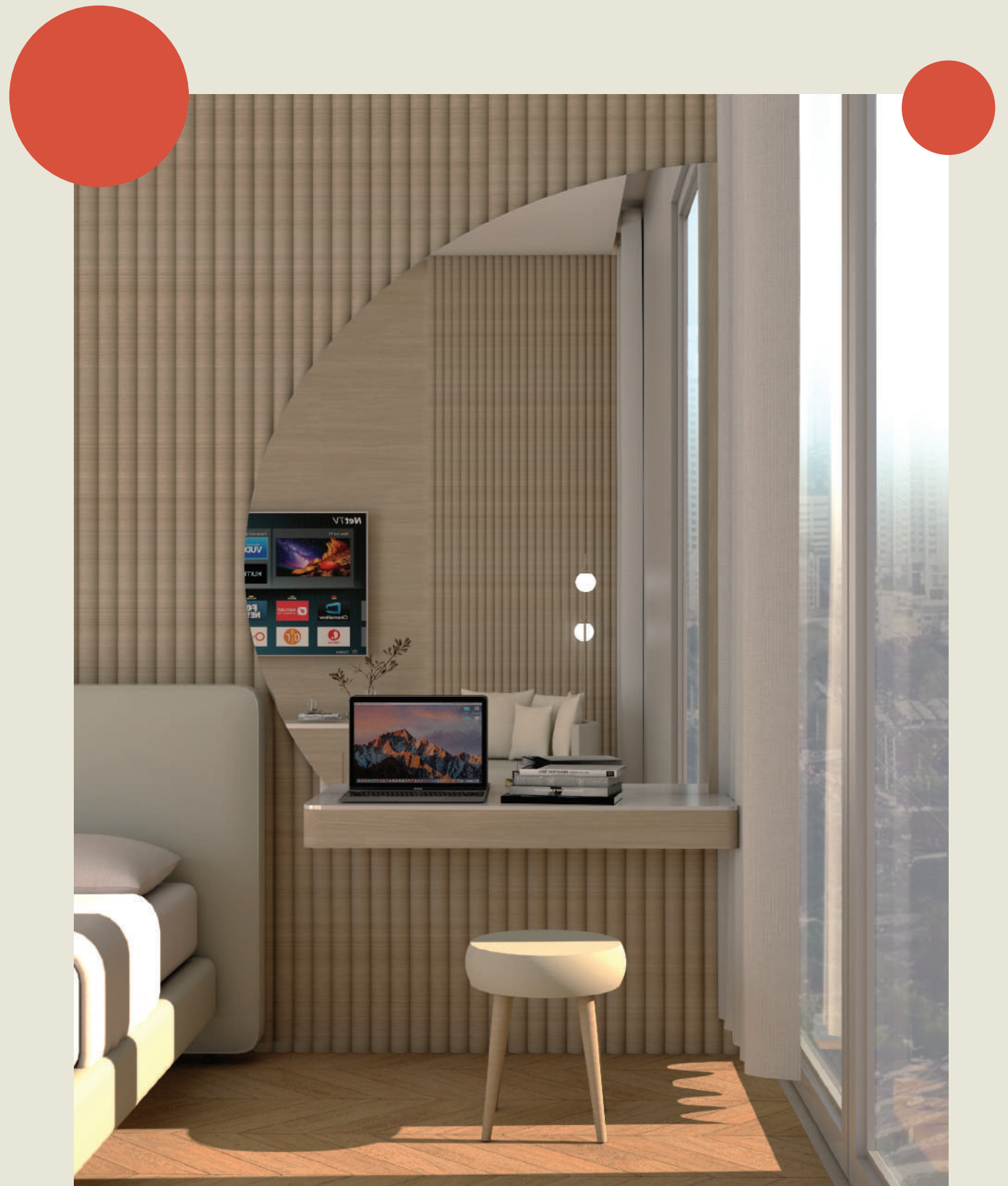
Project: Design and Rendering

3D model Rendering

The design is minimalist and cosy, and it is a conceptual project for a condominium with an area of 40 square metres.

Process of working

Design and model making with 3D program and rendering





Process of working

Plan design, material section, 3d model making and rendering



3D model Rendering

The project is a conceptual rendering of a pop-up store that employs the use of raw materials and natural sunlight as its primary design elements.

Project: Rendering

Project: Graphic Design

Thesis exhibition



Graphic Design for product selling in Thesis Exhibition

In (a) house : existing informations, originating facts, carried on within a group of close people to expand its functions and facilities within the community. Creating a roof that transform strangers into friendship, family and building up connections



Illustrator: Graphic Design for Product, Keyring, Sticker, Postcard, Namecard. The illustrator will be responsible for creating visual designs for various products. This group project offers an excellent opportunity to develop a range of skills, including teamwork, creativity and time management.



OUR PRODUCT
IN A HOUSE



The latest addition to our product range is the shabu-shabu, an innovative dish that draws inspiration from Japanese cuisine. The plating and lighting have been arranged in accordance with the conceptual framework with the objective of promoting the event on social media.

Prop decoration & Photography for Meatliciousbyvudy (online restaurant)



Project: Food Photography



Project: 1:1 Furniture making

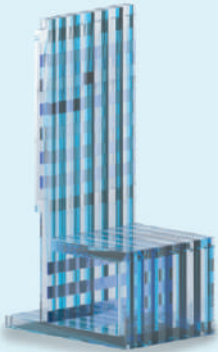
3rd year project



This project is about making a piece of furniture from the brand. The project is part of the furniture design class at SoA+D University. It involves working in a team to build a strong concept and playing with time management.

Bath&BodyWorks

straight from the heartland



Chair + Advertise stand + Storage

A three in one furniture that function as a chair, advertise stand, and storage in one furniture.

Material



clear acrylic



blue acrylic



dark blue acrylic

About Bath&BodyWorks

Bath and Body Works is your go-to place for gifts & goodies that surprise & delight. From fresh fragrances to soothing skin care.



PLAN



FRONT

Function



Seat



Storage



AD poster



SITE



USER

Concept

The concept of the design combine by two element which is the bath and body works original scott pattern and the product packaging material.

In which we choose to create the scott pattern on the furniture and used of acrylic to represent the product packaging of bath and body works.



ELEVATION



2.

Interior design projecct



The project involved the creation of a concept, plan, design, 3D model, render, final version, and construction of the finished product.

Project: House Design

Interior design freelance

Interior design

The residential design project is now complete. This house was created through a collaboration between myself and a number of friends. The design is both homely and modern, incorporating luxurious wooden materials.



Area: 158 sq.m.

Thesis stagement

To revise the Bangkok Mail Centre, First of all, The thesis is about to investigate today's post office in terms of functional as well as physical environmental aspect in relation to the wellbeing of people.

The thesis aims to promote the value of the existing space and programming in the building and the history of the Post Office. Furthermore, creating a remarkable experience for its users and visitors considering the context of wellbeing in today's in architecture and interior design is a major goal.

The main focus of this project is to renovate the Bangkok Mail Centre to create a new and different experience from the existing context in this building. The target users are employees and workers, existing users and potential users, including locals and users in the surrounding area. The concept of this project is to transform Bangkok Mail Centre into a new feel-good space that includes co-working space as well as the existing Bangkok Mail Centre programme.



3.

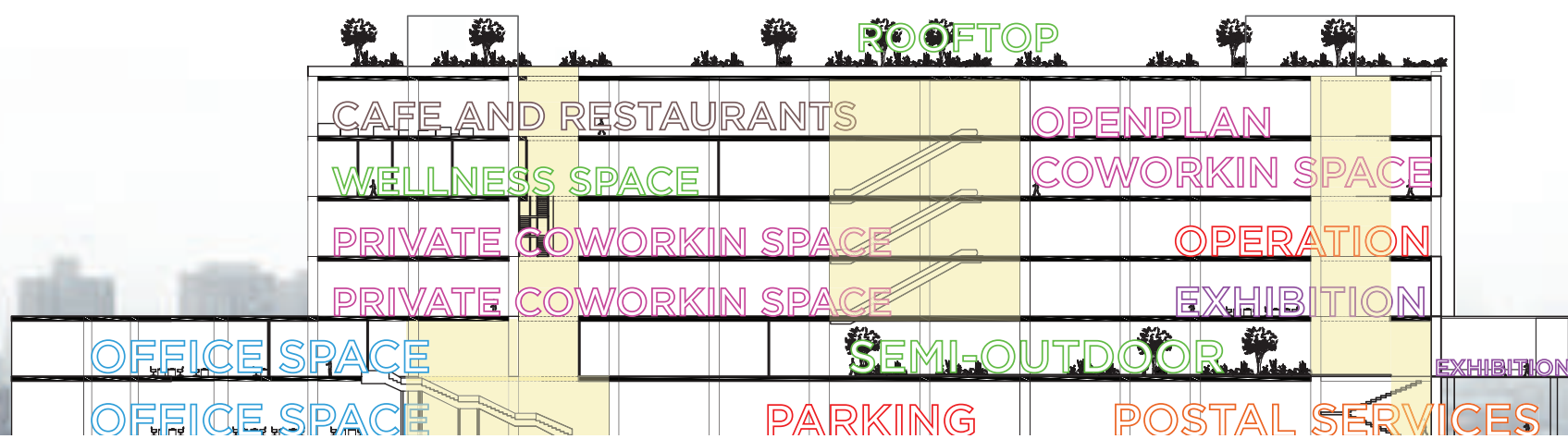
University Thesis Project





Objective

1. Support and overhaul of Bangkok Mail Centre.
2. To create wellbeing and new trend that can influence changes for better workplace.
3. To create a new experience and remarkable in Bangkok Mail Centre.



Brand research strategies, analysis and innovation.

Project: Instagram platform effectively stimulate customers' perception

Global perspective course

How can **product photography** on **Instagram** platform effectively stimulate customers' **perception** **Artisan Homeware Decorative** market?

Aim

To be seeking guidance on effectively marketing artisan homeware decorative items to customers through display advertising on social media platforms.

Objectives

To examine customers influenced perception through product photography on Instagram platform.

To explore how artisan homeware products photography can communicate with customers.

To assess how photography can generate traction on Instagram platforms.

To examine aspects of the artisan homeware decoration market that can be improved to be successful in the future.

To evaluate factors that can build brand trust in artisan homeware decoration and customers.

Initial conclusion

Interior home decorative design plays a major role in creating visually appealing spaces by combining furniture, colour schemes, and decorative elements (Team, 2022). This report presents global trends in artisanal home products and market growth trends. It is important to understand the perceptions of customers when designing artisan products with photography.

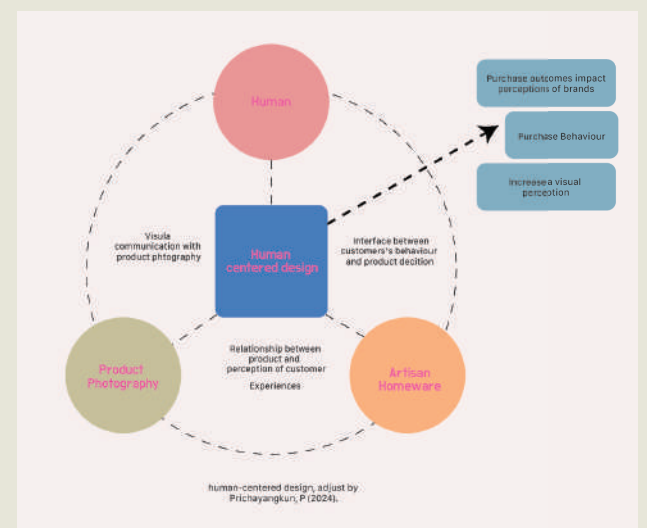
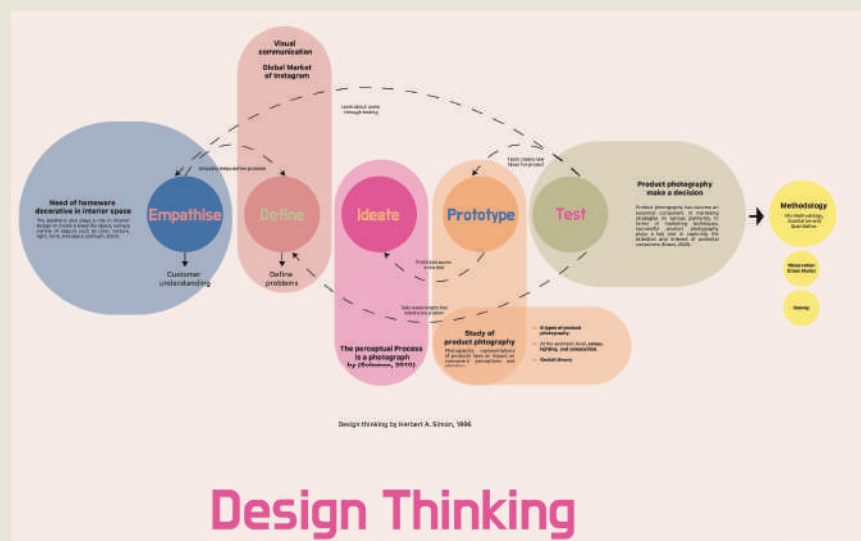
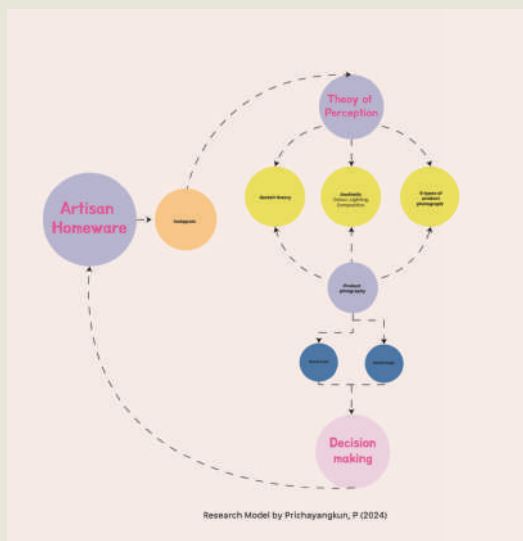
Visual communication has been studied to understand how people interpret visual stimuli. Lighting, composition, and props influence customer perception and decisions in product photography (Garcia, n.d.). Throughout the purchasing process, product photography plays a significant role in promoting consumer trust (Sharma, 2012).

Product photography influences consumer perception and decision-making. In order to engage customers, photography needs to be aesthetic and communicative. Colour, lighting, and composition enhance visual appeal and influence attention and understanding. It influences first impressions, builds trust, and ultimately affects consumer decisions.

Finding

Based on the case study analysis, consistent product images on the business gateway can increase customer trust and probability to purchase after seeing consistent product images. Attention-grabbing product photography is critical to building trust and impacting customers through social media (Sheehan A, 2021). A product image also provides the ability to communicate meaning for customers to assist them in understanding the product.

As an observation and survey, The perceptual process (Solomon, 2010) is promoting in global markets and have generated interest and increased brand behaviour through the visual perception. This has lead more customer to understand and have access to the unique provided by detailed information about detail product or function by photography.



HOW DOES DEISGNING *ECO-FRIENDLY PACKAGING* IMPROVE AND ADD VALUE TO *CUSTOMER’S AWARENESS* OF THE BRAND IN COS-METIC INDUSTRY?

Research Aim

The aim of this study is to gain insight into the principles of design thinking applied to eco-friendly packaging in cosmetic industry, with a specific focus on customers awareness.

Research Question

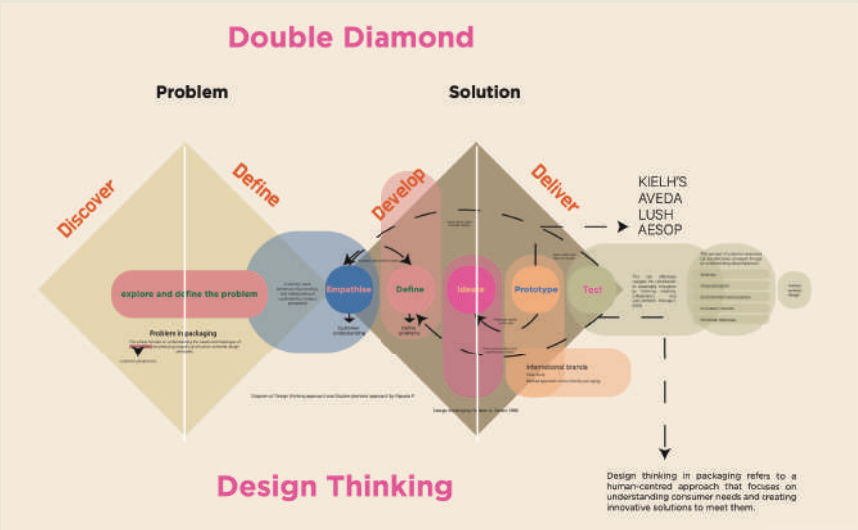
To find out about the environmental problems of cosmetic packaging.

To understand customer attitude towards eco-friendly packaging design

To understand consumer perceptions of eco-friendly packaging

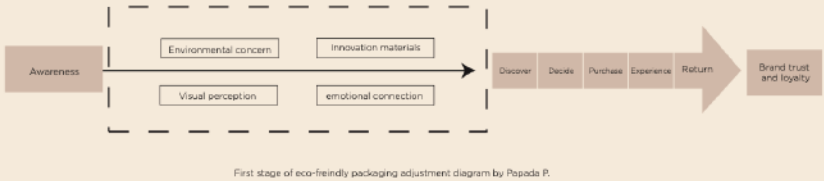
To understand the role of design management in cosmetic packaging. (Examine the principles and practices of design management and how they can be applied to packaging design.)

How can consumer behaviour and awareness be changed of environmental problem?



CONCLUSION

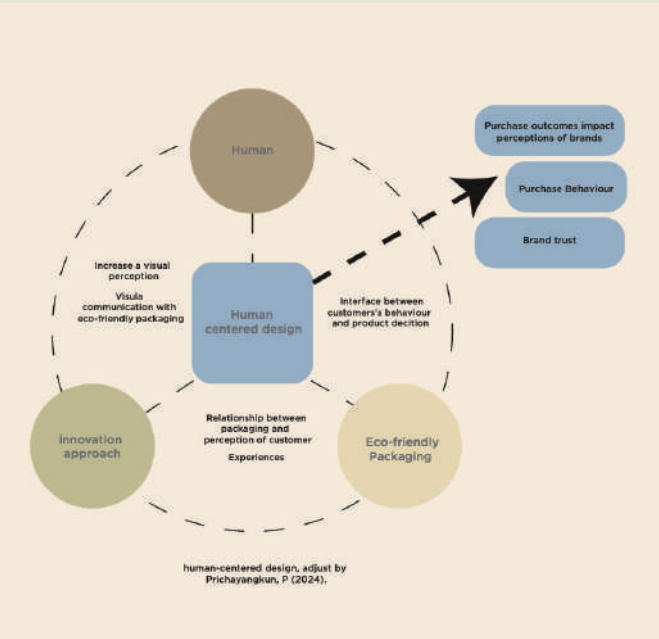
Research from Brown's (2008) study proves that empathy in design thinking is key to this model. The medthod are essential for communicating with the packaging element and customer behaviour, as well as the packaging framework. By understanding the consumer's problems and what they want to know, we can optimise the design of the packaging and ensure that the information is communicated more quickly and effectively. Packaging is an accessible topic for consumers to understand, especially when it comes to sustainability (Matusow, 2024).



The question of how to design a study can be answered through the use of secondary and primary research. Initially, the impact of packaging on the environment, including the reduction of waste and the addition of value to what is lost, reusable, useful, and the main characteristics of packaging, which vary according to type and material, must be considered. The focus is on reducing waste. Subsequently, the aim is to enhance customer perceptions of environmentally friendly packaging, thereby fostering trust and brand loyalty. This paper will describe a key problem of the cosmetics industry and generate the problem of the customer in the first stage looking forward to answers the aware of packaging in environmental awareness (Glossary Item, n.d.). Customer awareness can be found in different levels. Awareness is the first stage of the brand to build long-term relationship with the customer. The awareness is a concept to expand the customers' knowledge potential about the brands, products, and conscious of need or want (Rayco, 2021). The diagram clearly shows that the initial stage of the customer journey is a pivotal point where the brand needs to build trust and foster loyalty. The initial stage of the customer journey is paramount. It is the most effective way to build brand awareness, influence environmental concerns, drive innovation, influence visual perception and evoke emotional responses.

Customer awareness can be described as follows, emphaty mapping focuses on the user's thoughts and emotions eco-friendly packaging a scenario. Journey maps outline the user's end-to-end experience, including various stages (Dam, 2024). Journey mapping is a crucial tool in the analysis phase of the design process. It allows you to understand how users will experience your product, from the moment they discover it until they return (Eaton, 2018).

The advantages of building customer awareness in eco-friendly packaging are manifold and extend to positive outcomes in several key areas. In addition to fostering brand and customer recognition, these outcomes also encompass environmental impact, brand reputation, and market competitiveness. Furthermore, consumer surveys consistently indicate a willingness to pay more for products that are packaged in sustainable materials. The study can also explore the main theme from the customer's perspective, namely their emotional connection to the product, their visual perception of it, and their attitudes towards sustainability, innovation, and consciousness.



Major project

Brand research strategies, analysis and innovation.

Project: This study investigates the role of communication in the context of eco-friendly packaging.

thank you