

Visual artist / Art director / illustrator

Chatchanok Wong

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BKK

+(852) 5114 2201
HK

FB // IG // Be : Chatchanok.Wong

RESUME

- Chatchanok Wongvachara

Chatchanok Wongvachara (Pink)
Visual Artist | Art Director | Illustrator | Graphic Designer
Bangkok-born, currently based in Hong Kong

Freelance designer since university, specializing in illustration, mixed media, and composition techniques.
Passionate cinephile and geek gamer with a love for toys, art collection and pop culture.
Avid meme creator for friends.

- Experience

2018 - Present : Fulltime freelancer at Wordbank
2010 - Present : Fulltime Director of Chatchanok Wong
2023 - 2024 : Part Time Art director at Animoca Brands, OliveX team
2020-2022 : Art Director at WowWowTank Hong Kong
2020 : Art Director at Grey group Hong Kong
2018-2020 : Art director at Orchid Creation
2016 : Art director at Ogilvy & Mather Thailand
2012 : BA in Creative Arts ; Graphic design Faculty of Fine and Applied arts Chula

- Award

ADMAN 2016 Silver Prize Branded content "AOI THE SERIES"
Adfest 2015 Promo Lotus Silver Prize ; JWT Thailand "OP SECRETS"

- Group And Associate

Designers of Asia : Illustrator
Designers Against Child Slavery : Illustrator
THAIGA

- Publications

IDN international / I Love Type - Viction:ary / Advanced photoshop UK / Brand Magazine The Typography Issue / Dash Magazine UK /
Wallpaper* magazine TH / Computer Arts TH / CG+ Magazine TH / Touch Magazine

- Participation In Exhibitions

2017 - "Yant" Thaiger stool, Diesel Gallery Milan Italy
2015 - Woodcoud, Kalwit Studio Bangkok
2014 - The making of Future : Born creative, TCDC@Chiangmai design week, Chiangmai
2014 - Wilderness within, JAM Bangkok
2014 - Nobori Thaijin, Salt Bangkok
2014 - Hotel Art fair : Selected artist by Farmgroup, Luxx XL Hotel Bangkok
2014 - Live Screen x Farm Group, Art Market Emporium the Pop Up on 4th
2014 - Farm Group and friends, Art Market Emporium Bangkok
2012 - IdeaCube : "Footstep of Destroyer" Central World Bangkok
2012 - Opening ceremony Speedy Grandma Bangkok
2010 - DACS Designers Against Child Slavery , DACS Columbia, South Carolina, United States

- Previous Clients / Works

- Netflix	- Ogilvy & Mather Thailand	- Office Of The Royal Society Thailand
- AirBNB	- Leo Burnett Thailand	- Jwt Thailand
- Google Asia	- Unilever	- Hakuodo Thailand
- KaiOS	- Disaya Fashion Brand	- Phenomena Production
- Pepsico (Fanta China)	- Asava Fashion Brand	- SC Asset
- Thaipbs	- Vickteerut Fashion Brand	- Plaimanas Industry
- Phenomena Production	- Curated By Ek Thong Prasert	- Oriental Princess TH
- Hong Kong Tourism Board	- The Royale Sonesta hotel	- Chang Beer
- Thai Life Insurance	- Park Hyatt Bangkok	- Erb TH

- CONTACT

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chatchanok.wong@gmail.com
Tel : (+66)836249492 // (+852)51142201

The background of the slide is composed of detailed pencil sketches. At the top center, a small bird is perched on a branch, looking down. To the left, a cluster of butterflies is shown near some foliage. On the right side, there is a depiction of a pond with several fish swimming in it. At the bottom, a large, textured rock or piece of driftwood is visible. The central text is framed by a light pink border.

● ●

ILLUSTRATION

PERSONAL // EXHIBITION

PERSONAL
2017
NEW YEAR ROOSTER

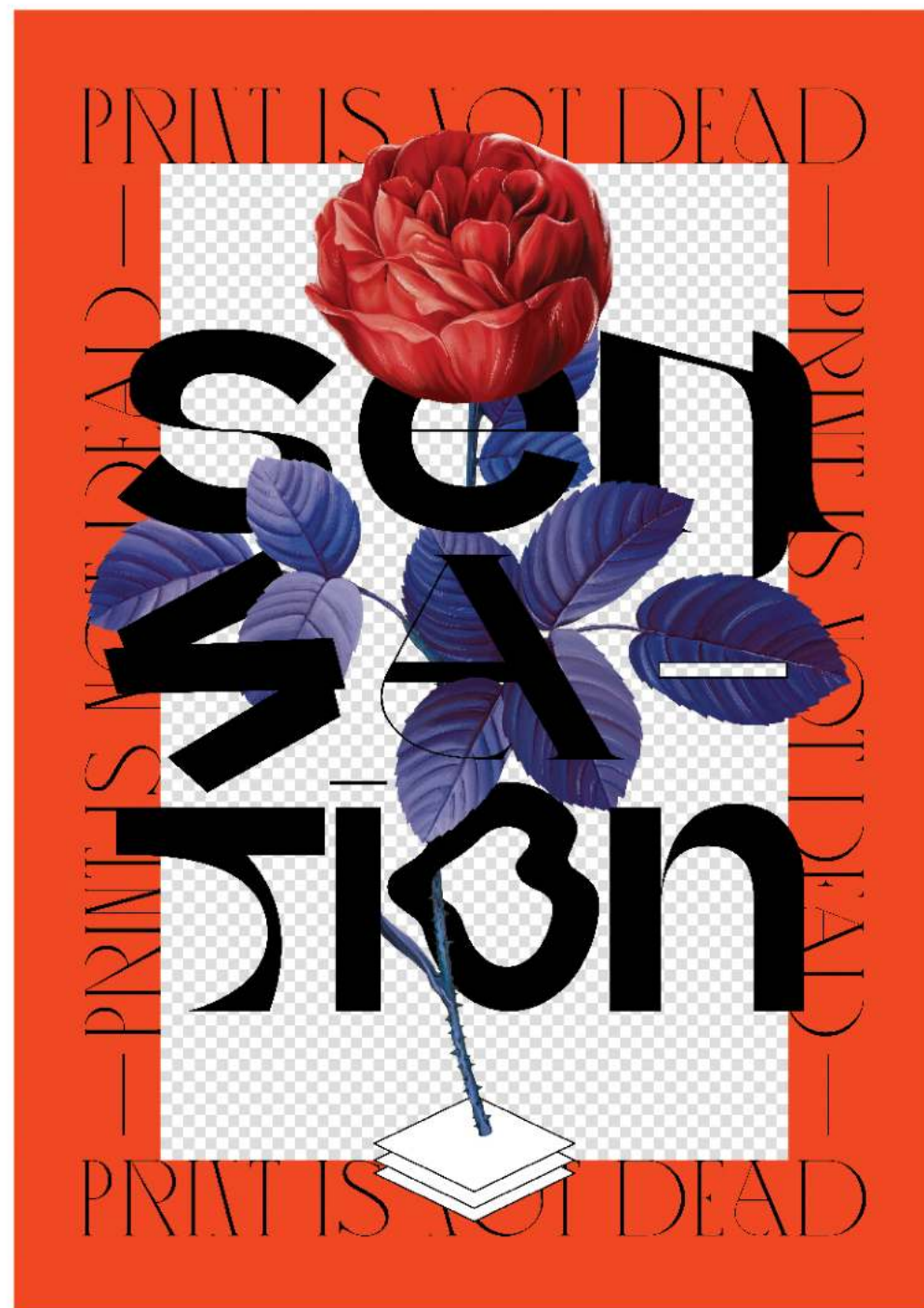




EXHIBITION : PRINT IS NOT DEAD
SENSATION (2020)

sen sation

Credits : Sharp type and Violain & Jeremy

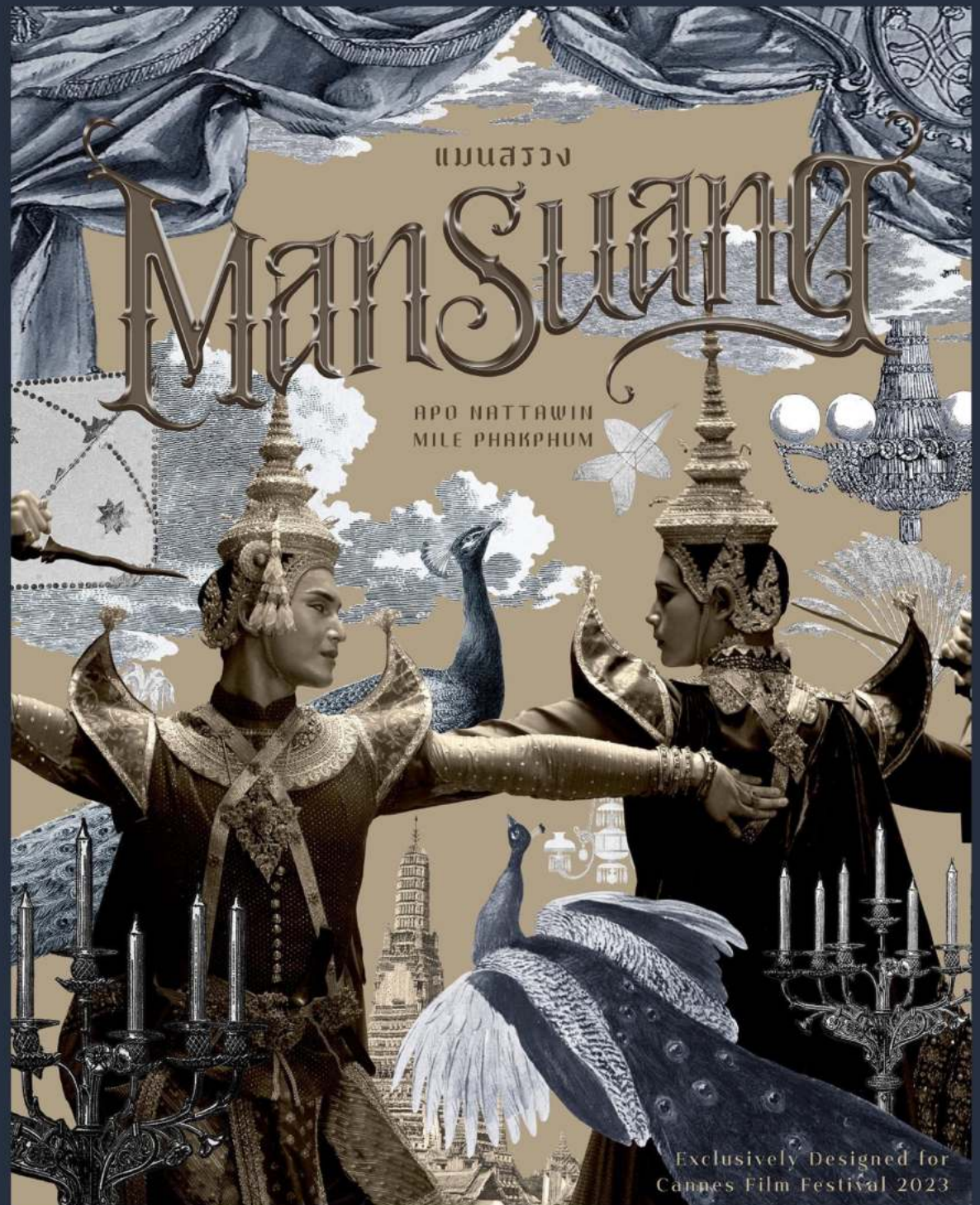




ILLUSTRATION

CLIENTS // WORKS

Logo Design for Movie Titles
ManSuang



Logo Design for Movie Titles

ManSuang

ManSuang

ManSuang

THE YEAR OF YOU 2022



Agency : Ogilvy // Client : Thailife Insurance



ILLUSTRATION

MASCOT DESIGN

Client : THE ROYAL SONESTA

AGENCY





Mooncake Packaging design (2023)

PARK HYATT BANGKOK



PARK HYATT BANGKOK™



PARK HYATT BANGKOK™

Mooncake Packaging design (2023)



ILLUSTRATION

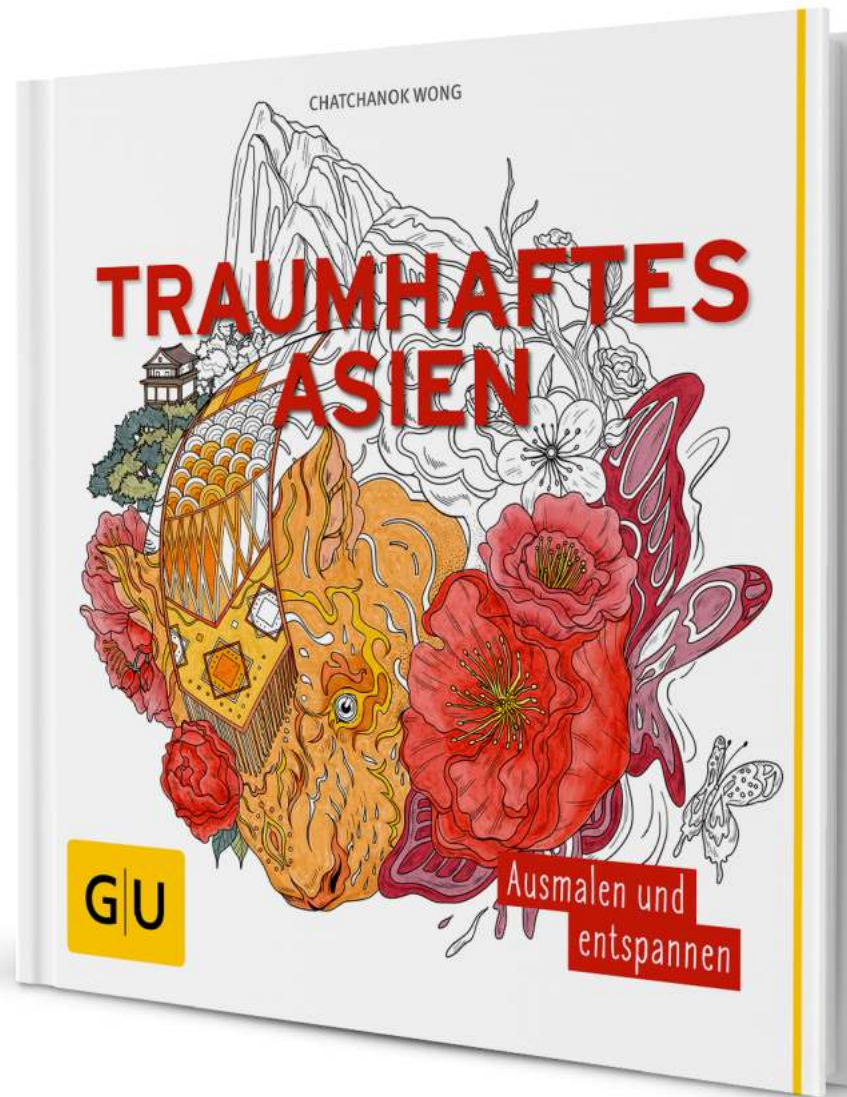
NEW YEAR E-POSTCARD



Client :  **airbnb**

illustration
COLORBOOK

uncomparable asia 2016







BRANDING / TVC

BRANDING / ART DIRECTION DESIGN

Branding design

HK Property project

AGENCY

wow
wow
tank

ARUNA
弦星
— AP LEI CHAU —

ARUNA
弦星
— AP LEI CHAU —

the
Optima

NOMA

柏瓏
GRAND MAYFAIR

MONT
縋外
VERRA

THE EVEREST

THE
HOM

THE GRANDIA

THE EVEREST

The
Wonders

THE RIVUS

Aviara
馳寓

Grand Aviara
睿誌

ashton
雋皓

SPECTRUM

Including both real project and pitching project

AGENCY

wow
wow
tank

柏 瓏

GRAND MAYFAIR

Logo design / Branding design / Layout design / illustration maps

Client : Sino Group





THE SYNERGY OF TWO CITIES INTERGROWTH BETWEEN HONG KONG & SHENZHEN

港深發展 一脈相連

現今港深兩地之發展已成為密不可分的關係，一脈相連兩處，助業相輔相成。

項目坐擁港深口岸優勢，由項目駕車出發約17分鐘達落馬洲管制站，
24分鐘達皇崗口岸，均可迅速深圳金融核心福田CBD。

約27分鐘達深圳灣口岸，連接被譽為「中國矽谷」的後海CBD、騰訊、
阿里巴巴、百度等著名科創企業國際總部；

迅速「珠三角克頓」前海，啟動大灣區核心引擎，發展潛力無限。

ILLUSTRATION

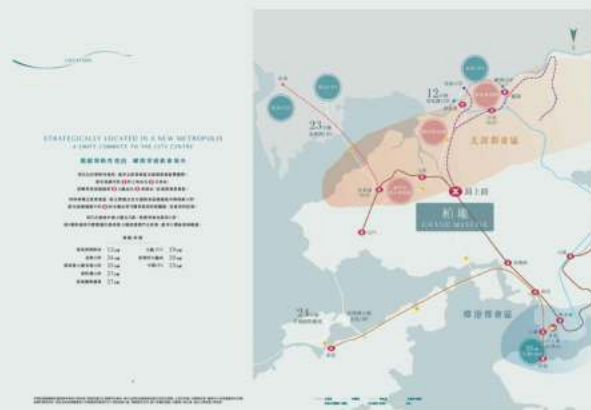
MAP DESIGN

AGENCY

wow
wow
tank



Client : SINO GROUP
(Grand Mayfair Project)



AGENCY

wow
wow
tank

THE RIVUS

GATED DESIGN VILLAS BY

ELIE SAAB

the FIRST
HAUTE COUTURE
GATED VILLAS
in VIETNAM



AGENCY

wow
wow
tank

ashton 雋皓

Pithcing Project

LOCATED IN THE TRADITIONAL LUXURY AREA

座落傳奇豪宅地段 顯赫不言而喻

CALM, CONNECT, CONVENIENT

Located in the heart of the traditional luxury area, the project is surrounded by high-end residential areas and commercial facilities. The project is a high-end residential project with a modern design and high-quality construction. It is a perfect choice for those who want to live in a luxurious and convenient environment.



COURTYARD LIVING

特色庭園主題 氛圍四季更迭



THE INSPIRED DESIGN OF TOMORROW

The project is a high-end residential project with a modern design and high-quality construction. It is a perfect choice for those who want to live in a luxurious and convenient environment. The project is a high-end residential project with a modern design and high-quality construction. It is a perfect choice for those who want to live in a luxurious and convenient environment.

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ELEGANT SOCIAL SPACES

時尚會所設計 盡顯過人品味

IMAGINE A LUSH
ENCLAVE
SWEEPING VIEWS
OF BLUE AND
GREEN

ELEGANT SOCIAL
SPACES
SOLACE IN TIME
OF NEED

The project is a high-end residential project with a modern design and high-quality construction. It is a perfect choice for those who want to live in a luxurious and convenient environment. The project is a high-end residential project with a modern design and high-quality construction. It is a perfect choice for those who want to live in a luxurious and convenient environment.

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TRANSPORTATION

旺角東站7分鐘路程 MOKO綻放姿采生活

- Located in the heart of the traditional luxury area, the project is surrounded by high-end residential areas and commercial facilities. The project is a high-end residential project with a modern design and high-quality construction. It is a perfect choice for those who want to live in a luxurious and convenient environment.
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TRANSFORMING SPACE INTO DREAMS COME TRUE

IMAGINE DISTANT HORIZONS

THE FREEDOM
IN MEANDERING PATHWAYS
GIVING NEW PERSPECTIVES
NEW IDEAS

The project is a high-end residential project with a modern design and high-quality construction. It is a perfect choice for those who want to live in a luxurious and convenient environment. The project is a high-end residential project with a modern design and high-quality construction. It is a perfect choice for those who want to live in a luxurious and convenient environment.

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NEIGHBOURHOOD

隸屬34校網 培育精英搖籃

Located in the heart of the traditional luxury area, the project is surrounded by high-end residential areas and commercial facilities. The project is a high-end residential project with a modern design and high-quality construction. It is a perfect choice for those who want to live in a luxurious and convenient environment.

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AGENCY



NOMA



城中大型沈漫式住宅

WELCOME
HOM
新城覓新活

TO ONE
OF A KIND
COMMUNITY

 恒基物業代理有限公司
HENDERSON PROPERTY AGENCY LIMITED



城中大型沈漫式住宅

WELCOME
HOM
新城覓新活

TO ONE
OF A KIND
COMMUNITY

 恒基物業代理有限公司
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城中大型沈漫式住宅

WELCOME
HOM
新城覓新活

TO ONE
OF A KIND
COMMUNITY

 恒基物業代理有限公司
HENDERSON PROPERTY AGENCY LIMITED



ILLUSTRATION

KV DESIGN

AGENCY

wow
wow
tank

Client : KOWLOON DEVELOPMENT
(Manor Hills)



ILLUSTRATION

KV DESIGN

AGENCY

wow
wow
tank



Client : KOWLOON DEVELOPMENT
(Manor Hills)



ILLUSTRATION

KV DESIGN

AGENCY

wow
wow
tank



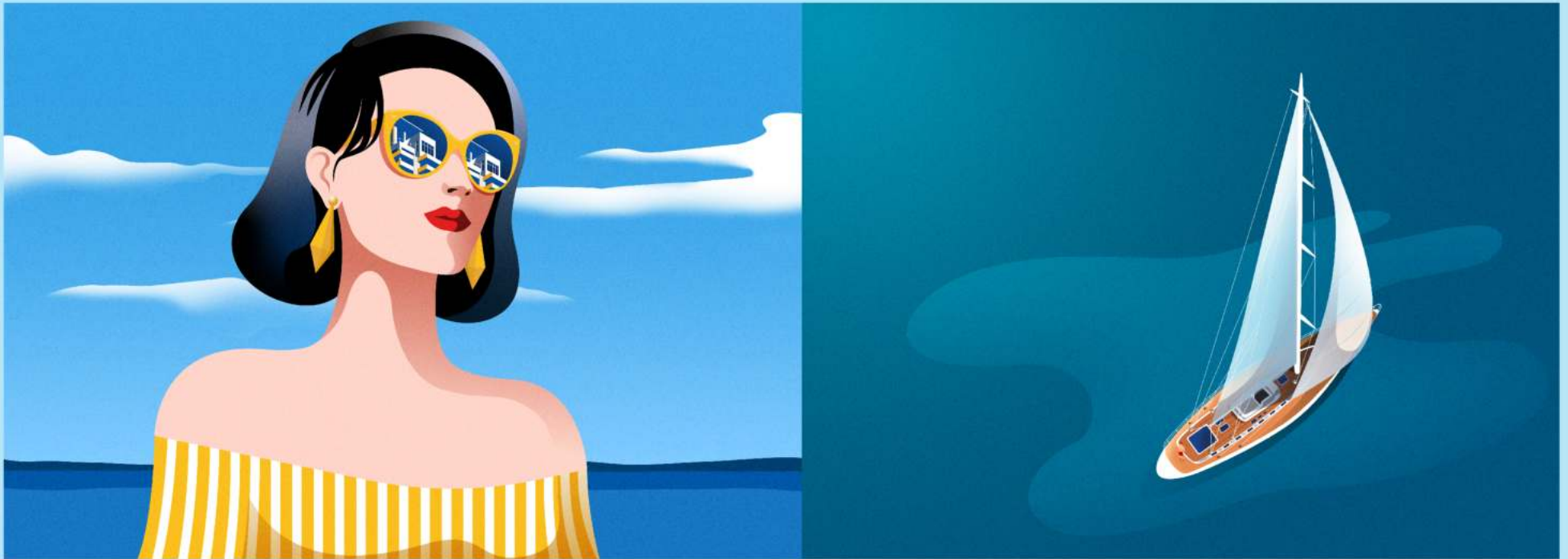
Client : KOWLOON DEVELOPMENT
(Manor Hills)

ILLUSTRATION

KV DESIGN

AGENCY

wow
wow
tank



Client : ALC pitching project

Branding Campaign
Hello Hong Kong (2020)

Hello Hong Kong

Agency



Client



Initiation pitching graphics
Typography Design



After experienced Covid19 in 2020, The Hong Kong Tourism Board aims to create a branding campaign to encourage people to return to Hong Kong and to motivate residents to explore the city again. Grey Group agency started the campaign called "Hello Hong Kong"

Agency
GREY group

Client
 **HONG KONG**
TOURISM BOARD
香港旅遊發展局

Initiation pitching graphics
Typography Design

DINING

HARBOUR

OUTDOORS

Agency
GREY group

Client
 **HONG KONG**
TOURISM BOARD
香港旅遊發展局

Main Campaign
Logo Design



Agency
GREY group

Client
 **HONG KONG**
TOURISM BOARD
香港旅遊發展局

Main Campaign
Elements design

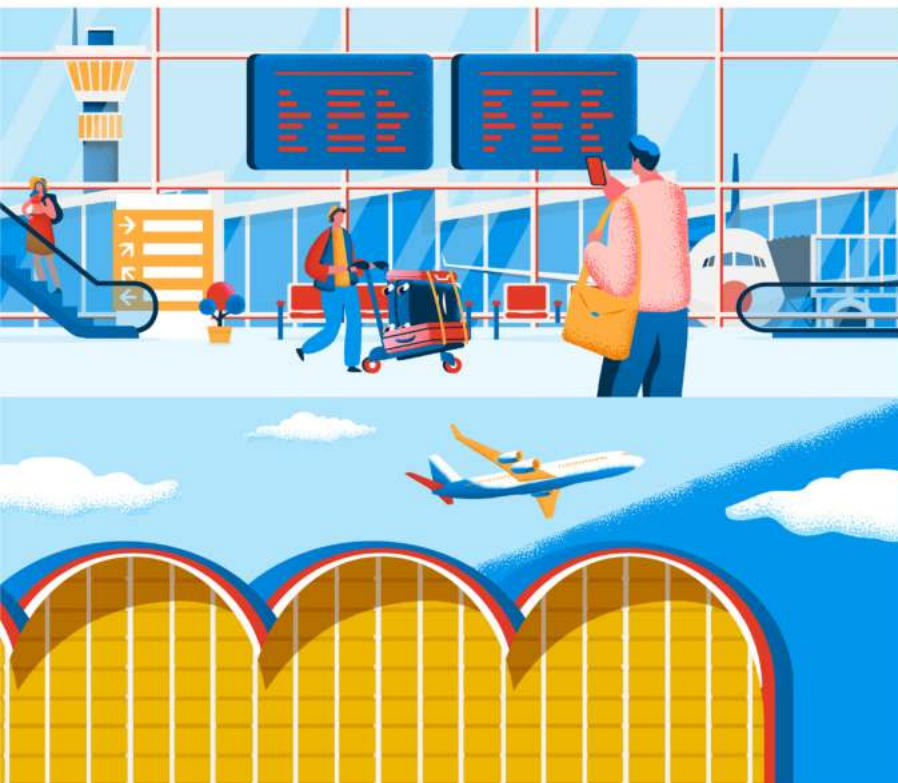




Hello Hong Kong

HOLIDAY AT HOME





Hello Hong Kong

Staycation Delights

HOLIDAY AT HOME

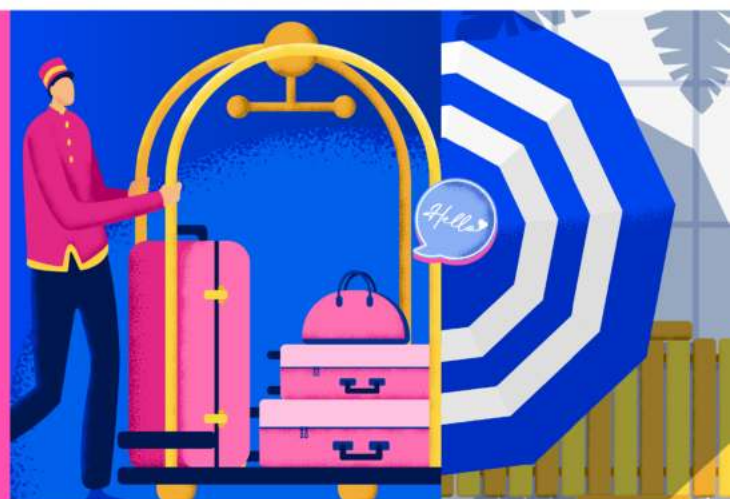


illustration all service banner and icons

ROBINHOOD TH (2024)





New Character design (Mascot)



Main All services banner



Icon design for all type of services

ILLUSTRATION PACKAGING DESIGN



Motion Graphic
Agency : Orchid Creation
Client : KaiOS
Year : 2019







喝芬达 橙味汽水

放学 做玩霸

橙爽6连罐, 摩登罐

净含量: 6x330 毫升



芬达

放学来「芬达」玩霸街区
做这条街上最靓的仔!

一起得积分 赢好礼

福利社

便利店

福利社

SCHOOL

CINEMA

PACKAGING DESIGN

PEP Bottle and Can



INTERACTIVE
ILLUSTRATION

AGENCY : JWT



WEB FILM LEAK YOUR SECRETS SECRETS ROOM GET THE LOOK PRODUCT ORIENTAL PRINCESS f

ORIENTAL PRINCESS
2014





ARTWORK
ILLUSTRATION

AGENCY : JWT

BireLEY's Poster design
2015





ARTWORK
ILLUSTRATION

AGENCY : ogilvy and mather bangkok



SC ASSET PAVE RANGSIT
2015



ARTWORK
ILLUSTRATION

PRODUCTION HOUSE : PHENOMENA



"RED" Oriental princess
rvc graphic
2015

ART DI GRAPHIC

PRODUCTION HOUSE : PHENOMENA



"RED" Oriental princess
tve graphic
2015

NETFLIX

TYPOGRAPHY TITLES DESIGN

Agency : Wordbank // Client : NETFLIX

Regional Titles design

Client : ©Netflix & ©Wordbank All Rights Reserved

ยุทธการเดือด
เขื่อนนابی

ISO
YOU

ดวงน้ำสืเลือด

นักผจญภัย
ตัวจริง

สโนว์ไวท์
และปราสาท
ในศตวรรษที่ 19

โกสต์  เซลล์

มหาภัย 2

ดอร์รี่
ดอร์รี่

แอริโซลา กับ
คดีฆาตกรรมบุษย์หิมะ

แมว**ใคร
ห้ามแตะ
ล่าฆาตรกรอินเทอร์เน็ต

ผจญภัย
ผจญภัย

เสียงกระซิบ
แห่งความจริง

กบฏแห่งป่า
THIEVES OF THE WOOD

ย้อนอดีต
ใบปริศนา

ร่างกาย
ที่หายไป
I LOST MY BODY

ล่าลัทธิอัมพิต
APOSTLE

Regional Titles design

Client : ©Netflix & ©Wordbank All Rights Reserved

ในครลียมนนาร
櫻 花 忍 法 帖

โจโจ้
ล่าข้ามศตวรรษ

เทวทูตแห่งโลกมืด

เพลงรัก
หัวใจสลาย
HYMN OF DEATH

มหัศจรรย์
ลูกชิ้นตก
ทะเลมิดิ

ซีริออส
เคอะ
โยเกอร์
แพทเทิร์นล่าแวมไพร์
SIRIUS THE JAEGER

ดูอีเจ้าป่า
ลิโ
กับ
ทัก

พีเจมาลัก

เมซ รับเนอริ
สมรภูมิ
นอตาห์

ประตู 7
PUERTA 7

ยมทูตล้างนรก

ผจญภัย
บ้านในฝันของ
ปาร์บี้

ผจญภัย
อนุสาวรีย์

คนใหญ่ต้องโหด
THE RUTHLESS

ปัทม
รักฉุกเฉิน
CRASH LANDING ON YOU

คู่พายุพิศ

ILLUSTRATION ART DIRECTION



Credits : Year 2018
Production: Phenomena production
Director : Satit Kalawantavanich
Art director / illustrator : Chatchanok Wongvachara
3D Animation : Yggdrasil studio





ILLUSTRATION

For KV prints





GRAPHIC

CLIENTS // WORKS

Re-Brand project

DUSTLAND (2023)

DUSTLAND

Client : OliveX (Animoca Brands)

DUSTLAND

DUSTLAND

DUSTLAND

DUSTLAND

DUSTLAND

DUSTLAND

DUSTLAND

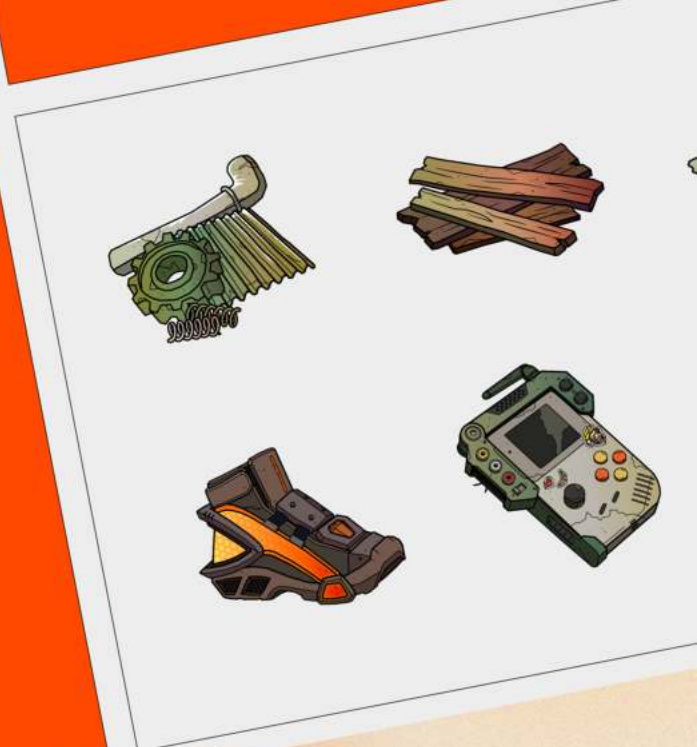
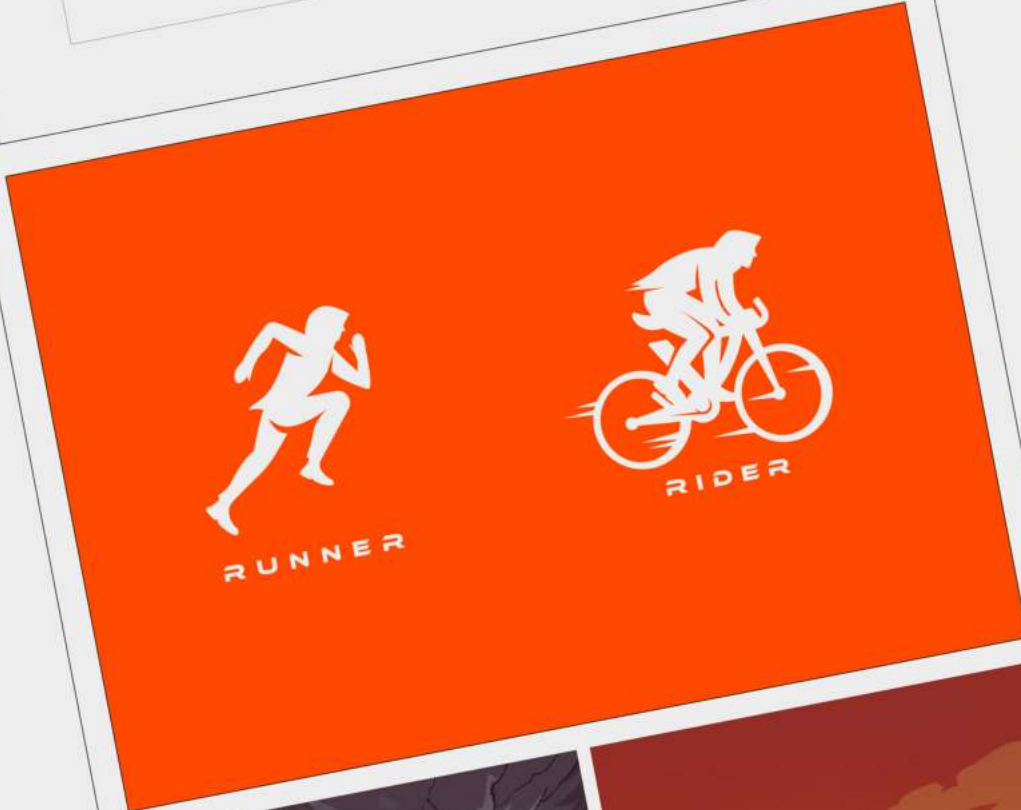
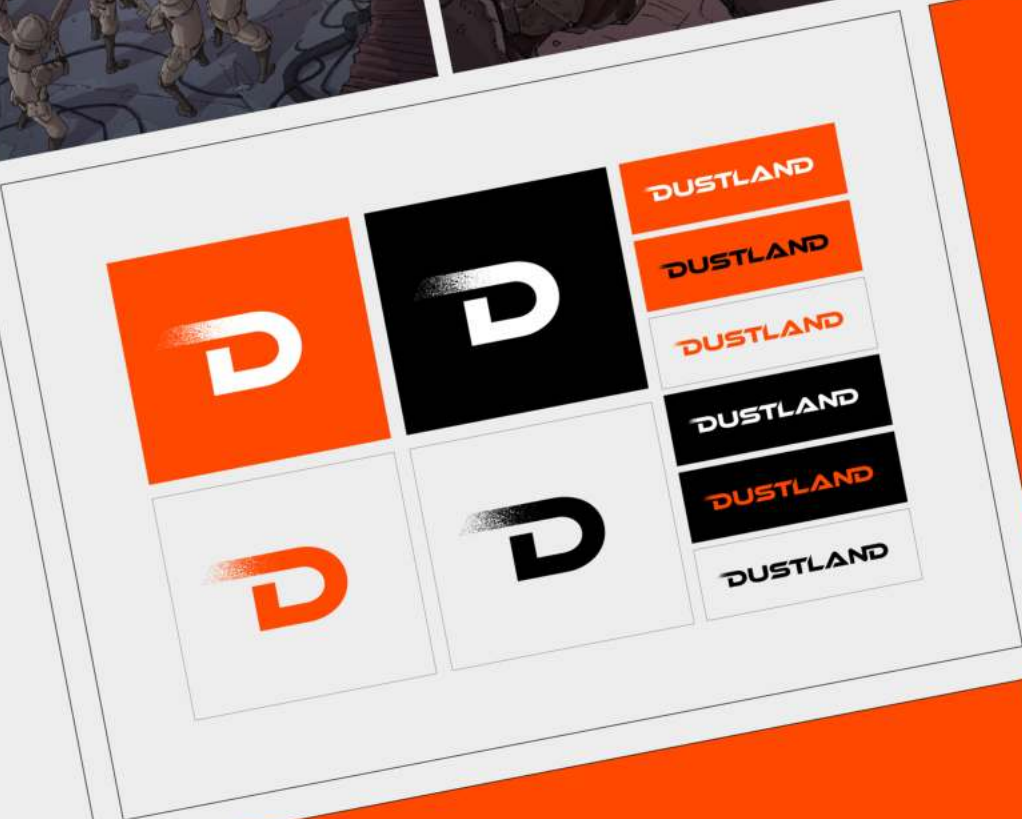
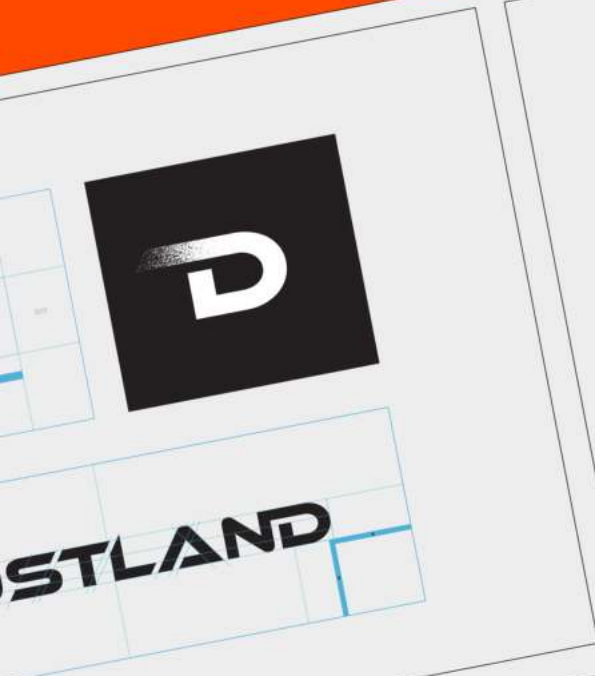
DUSTLAND

DUSTLAND

DUSTLAND

DUSTLAND

DUSTLAND



Re-Brand project

ONE PERCENT



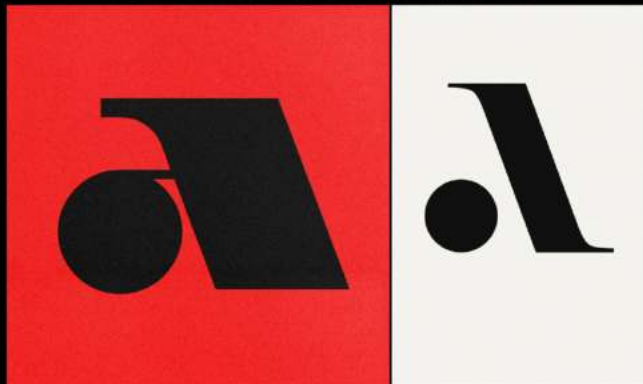
LOGO BRIEF

1%

COMPANY PROFILE

Established under the visionary advertising umbrella "We Are Sorry", 1% Content is a burgeoning film production company located in the vibrant city of Bangkok, Thailand. With a profound commitment to crafting inspiring and transformative films, 1% Content aims to not only captivate local audiences but also make significant strides in the global market. Leveraging innovative storytelling techniques and high-quality production values, the company seeks to create content that resonates universally, pushing the boundaries of traditional film-making to engage viewers worldwide.

DESIGN REFERENCE



PANTONE





1%

ONE %

ONE PERCENT



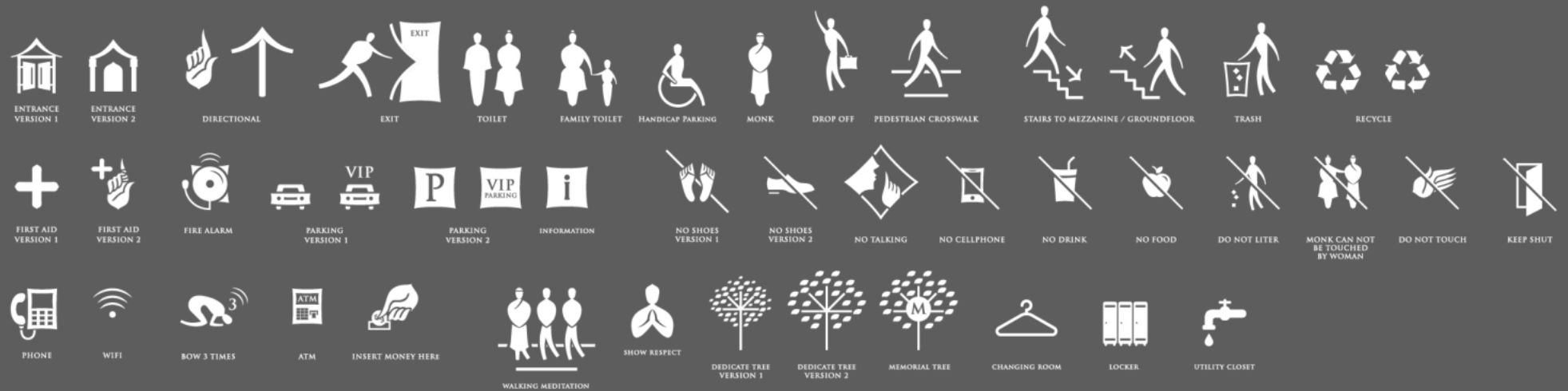
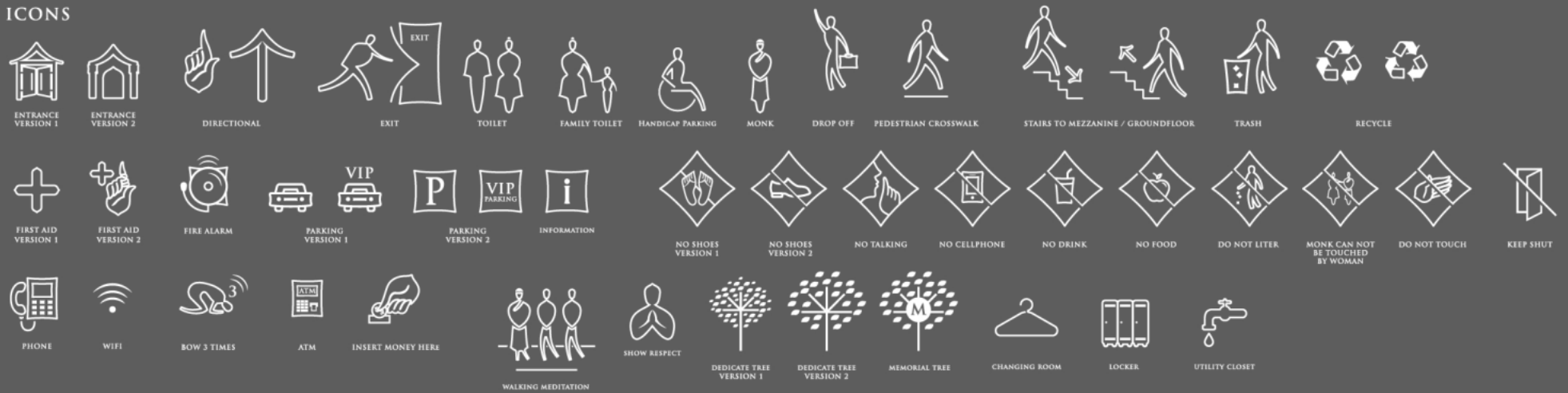
GRAPHIC

Wat-Thummaprateip BRANDING





ICONS



TYPOGRAPHIC



TYPOGRAPHIC FOR EXHIBITION



ADDITIONAL ICONS



LABEL (NO PROBLEM, USE ONLY WORD)

FOOD PREPARATION AREA
MEDITATION IN SESSION
FUNERAL IN PROGRESS
CH' NOTING IN PROGRESS
STAY SEATED DURING SESSIONS
ASK FOR PASSWORD
CHANT SAREPALI
THAI LANGUAGE
DONAR

ONCE DAILY MEAL-ALMS.
MONKS WATER BLESSING
DHAMMA
DHAMMA TALK
ENLIGHTENMENT
BUDDHIST STUDY GROUP
BUDDHIST CONFERENCE
MAECHEE
NOVICE
ABBOTT RESIDENCE





Namaste
Thailand



2 - 8 July 2017 : 7.00 pm
India Habitat Centre, New Delhi



In celebration of the 70th Anniversary of Diplomatic Relations
between Thailand and India

ART DIRECTION GRAPHIC

NAMASTE THAILAND FILM FESTIVAL





ART DIRECTION

SC ASSET : WALK WITH ME CAMPAIGN

• SC ASSET •
2016

WALK

— WITH ME —

SC ASSET

WALK WITH ME

ABOUT

GET THE SHOES

WINNER ANNOUNCEMENT

CORPORATE SITE

CONTACT US

TH | EN



SC ASSET p r e s e n t s

SCASSET

WALK WITH ME

ABOUT

GET THE SHOES

WINNER ANNOUNCEMENT

CORPORATE SITE

CONTACT US

TH | EN



SCASSET
2016

WALK

— WITH ME —

NIGHT
WALKER
'/ '/ '/ '/ '/ '/ '/ '

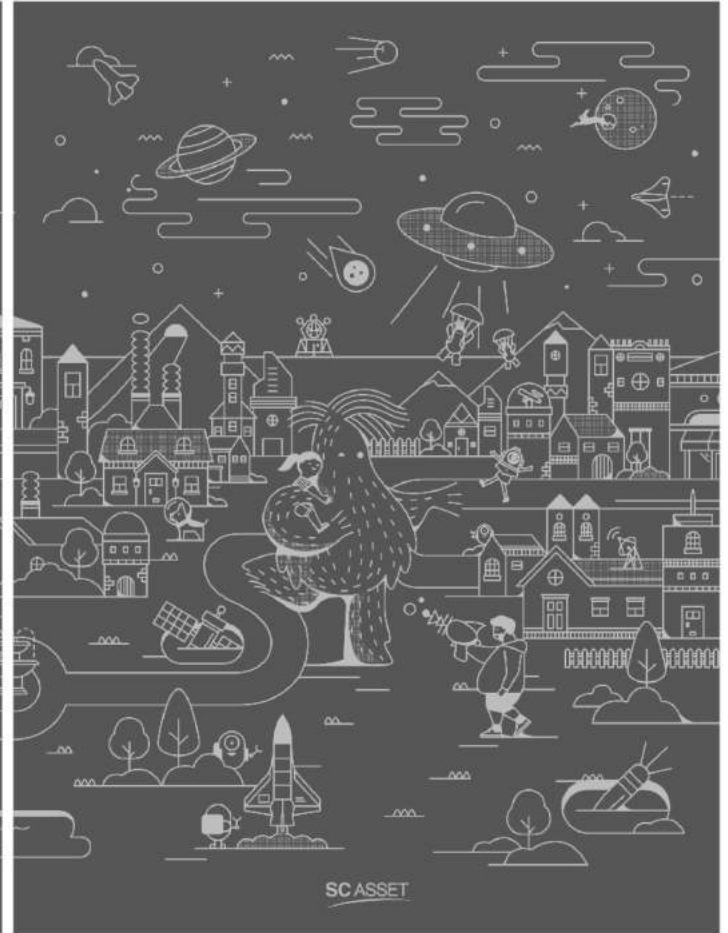
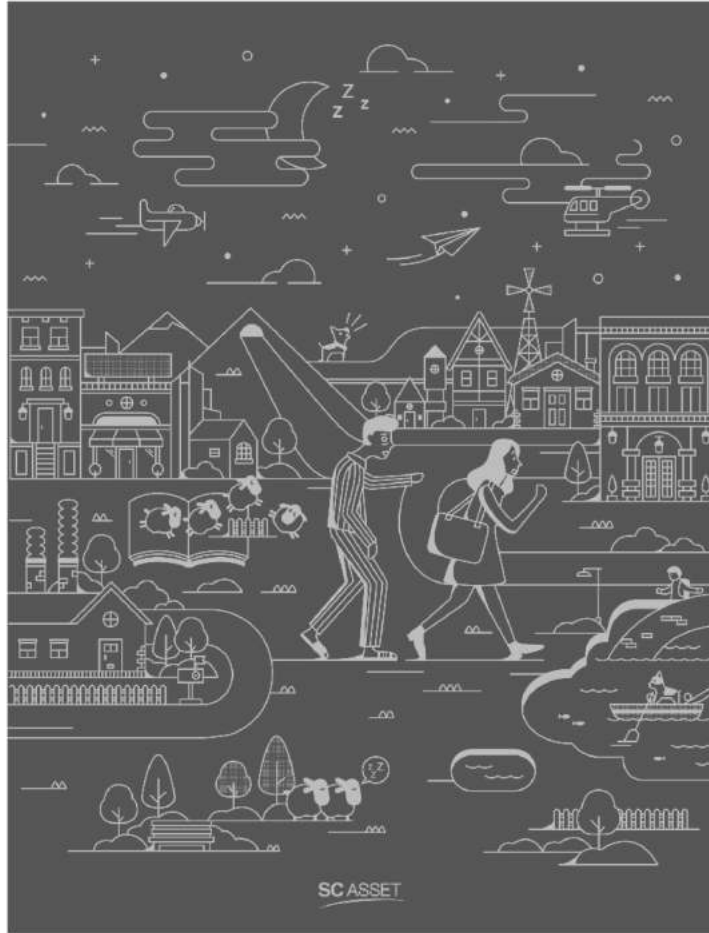
SELECT →

DREAM
WALKER
'/ '/ '/ '/ '/ '/ '/ '

SELECT →

DOG
WALKER
'/ '/ '/ '/ '/ '/ '/ '

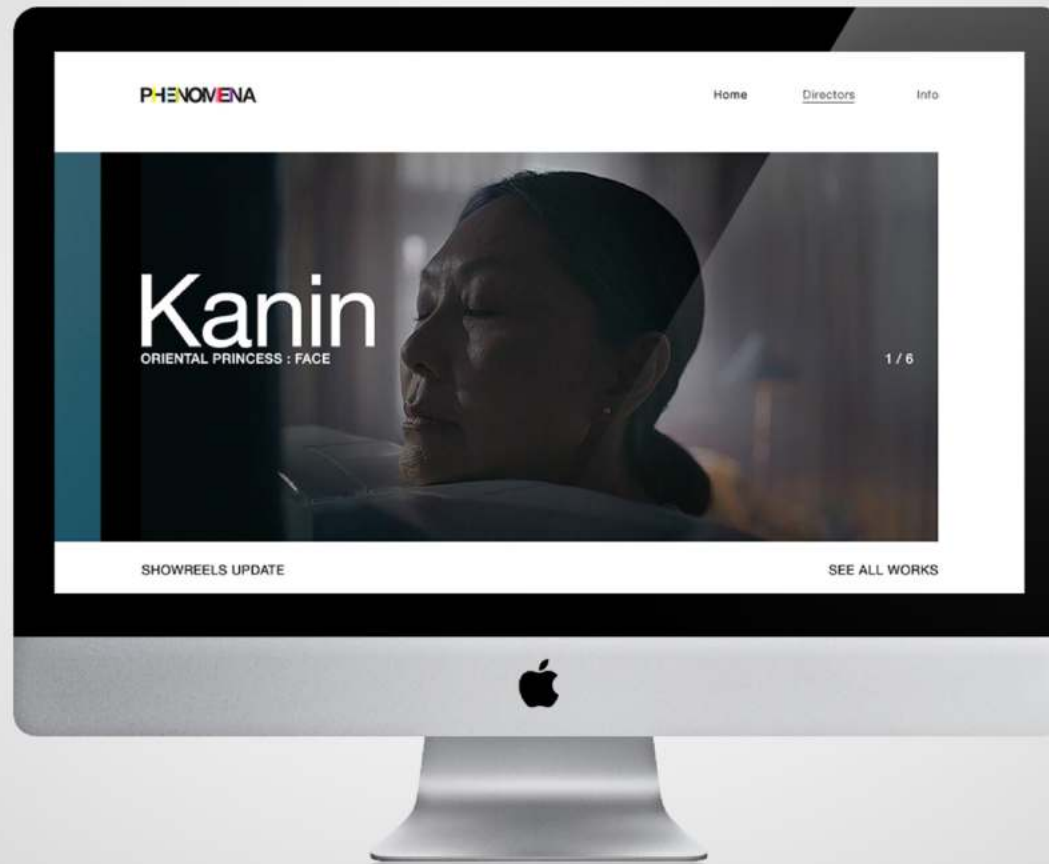
SELECT →





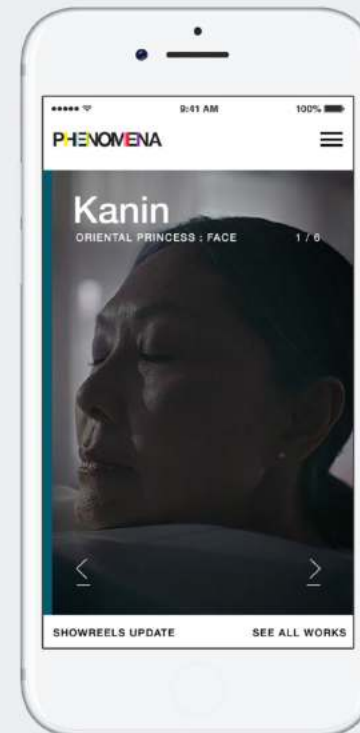
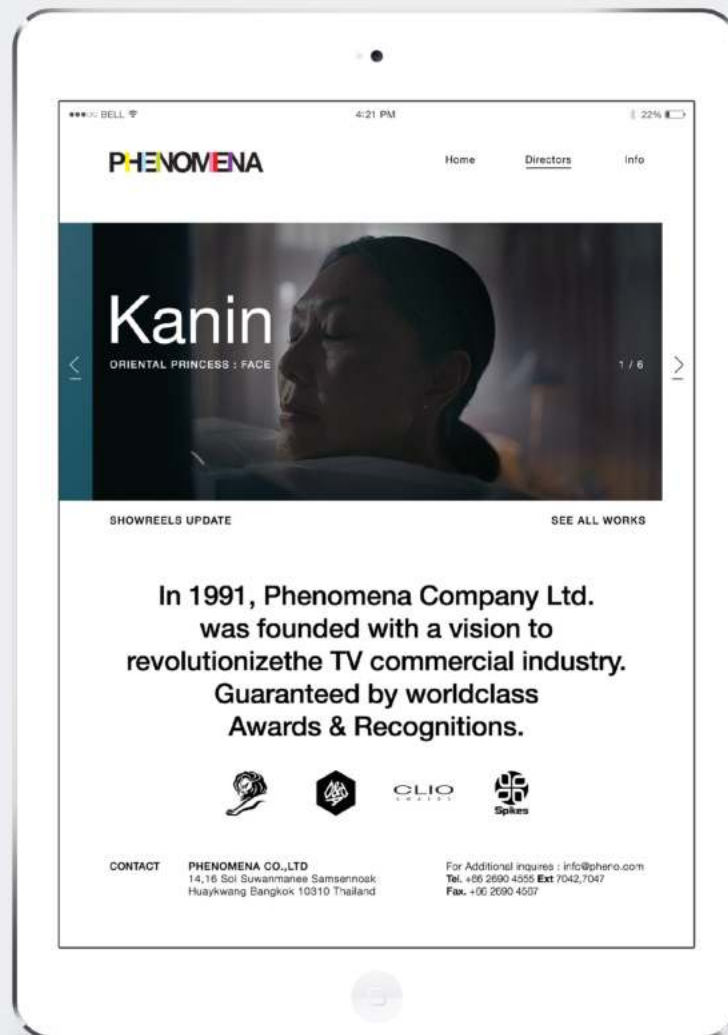
Web design Responsive design

Client : PHENOMENA



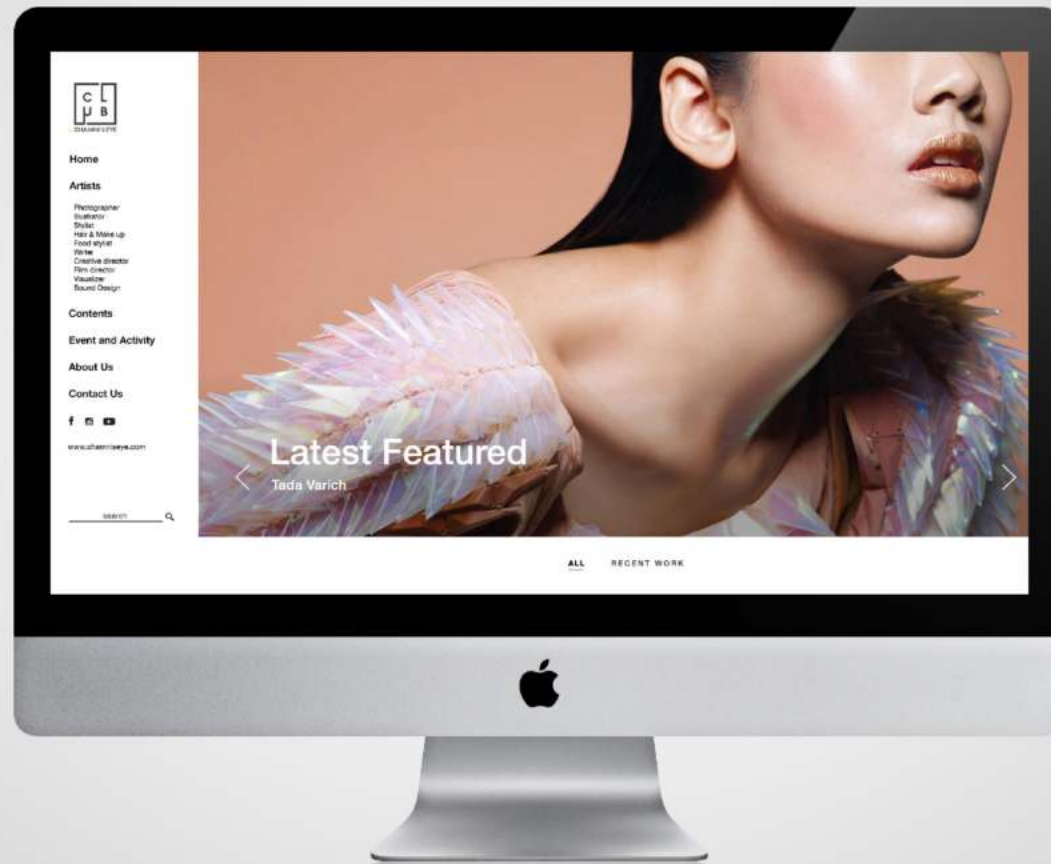
Web design Responsive design

Client : PHENOMENA



Web design Responsive design

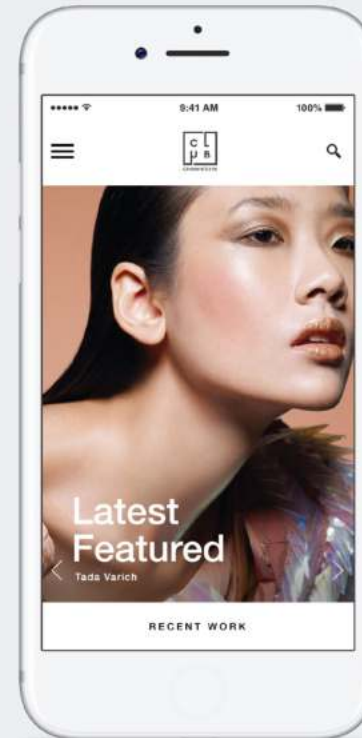
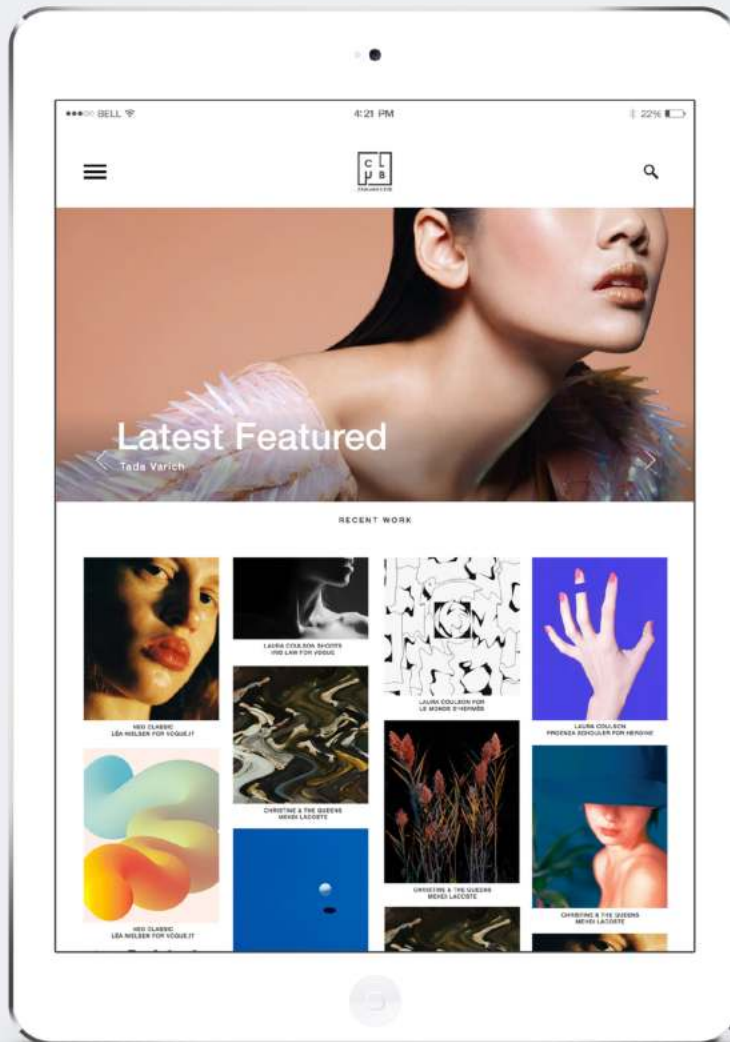
Client : CLUB BY CHAMNI'S EYE



Web design

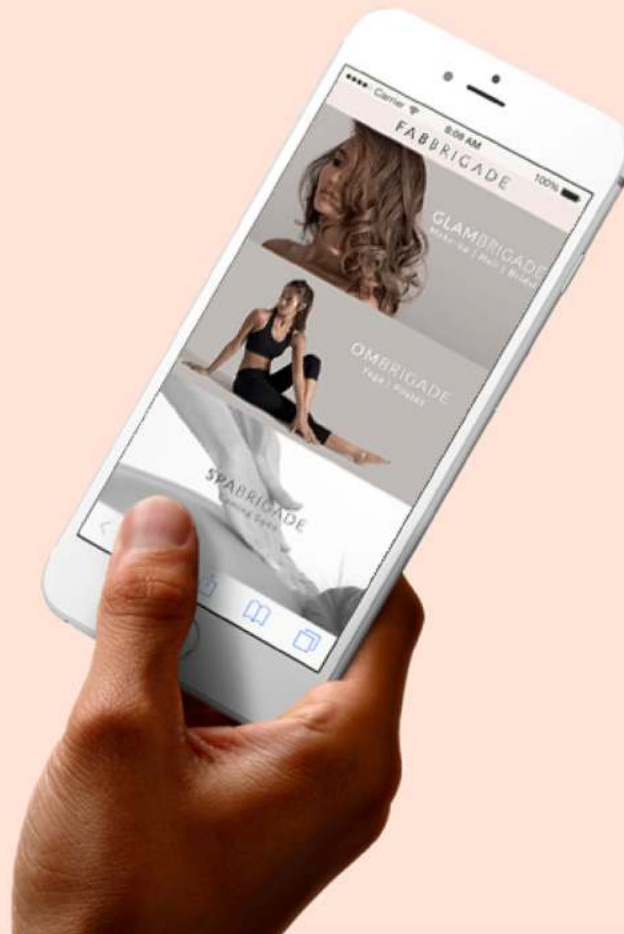
Responsive design

Client : CLUB BY CHAMNI'S EYE



ART DIRECTION

FABBRIGADE



FABBRIGADE
IS YOU FABULOUS



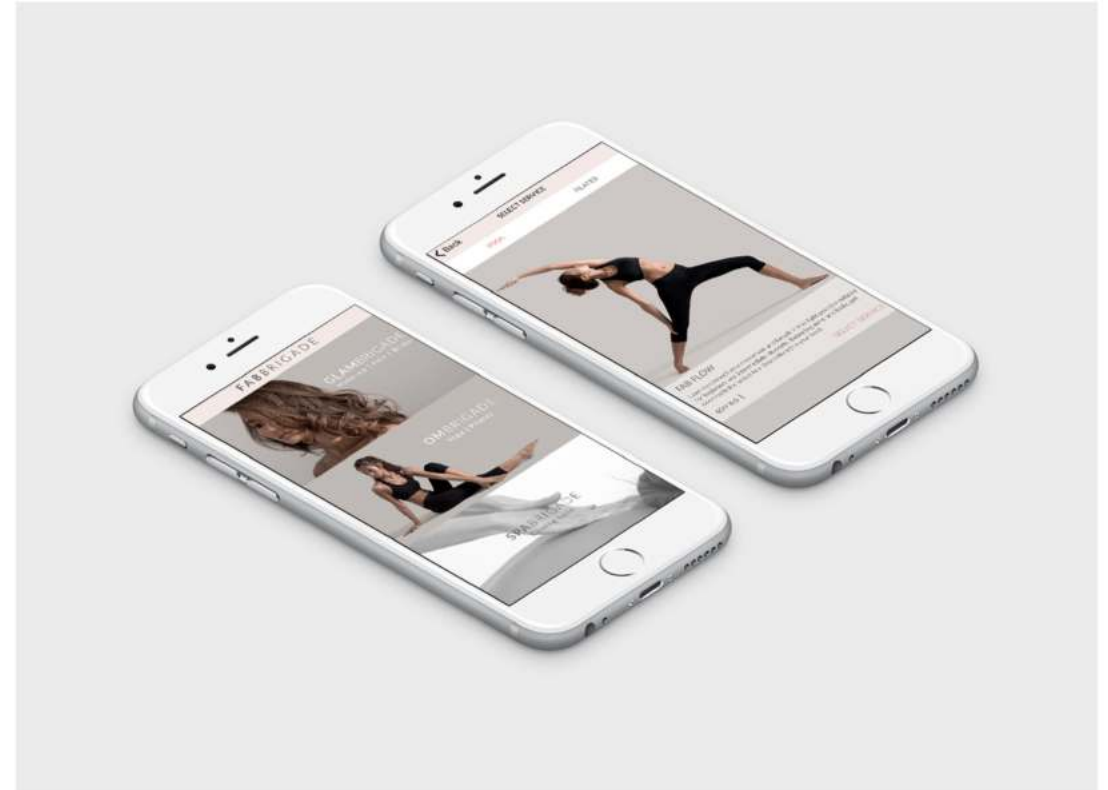
WHAT MAKES YOU FABULOUS

CALLING



TALENTED

MAKE-UP ARTISTS
& HAIR STYLISTS!



SMELL THE IMPOSSIBLE

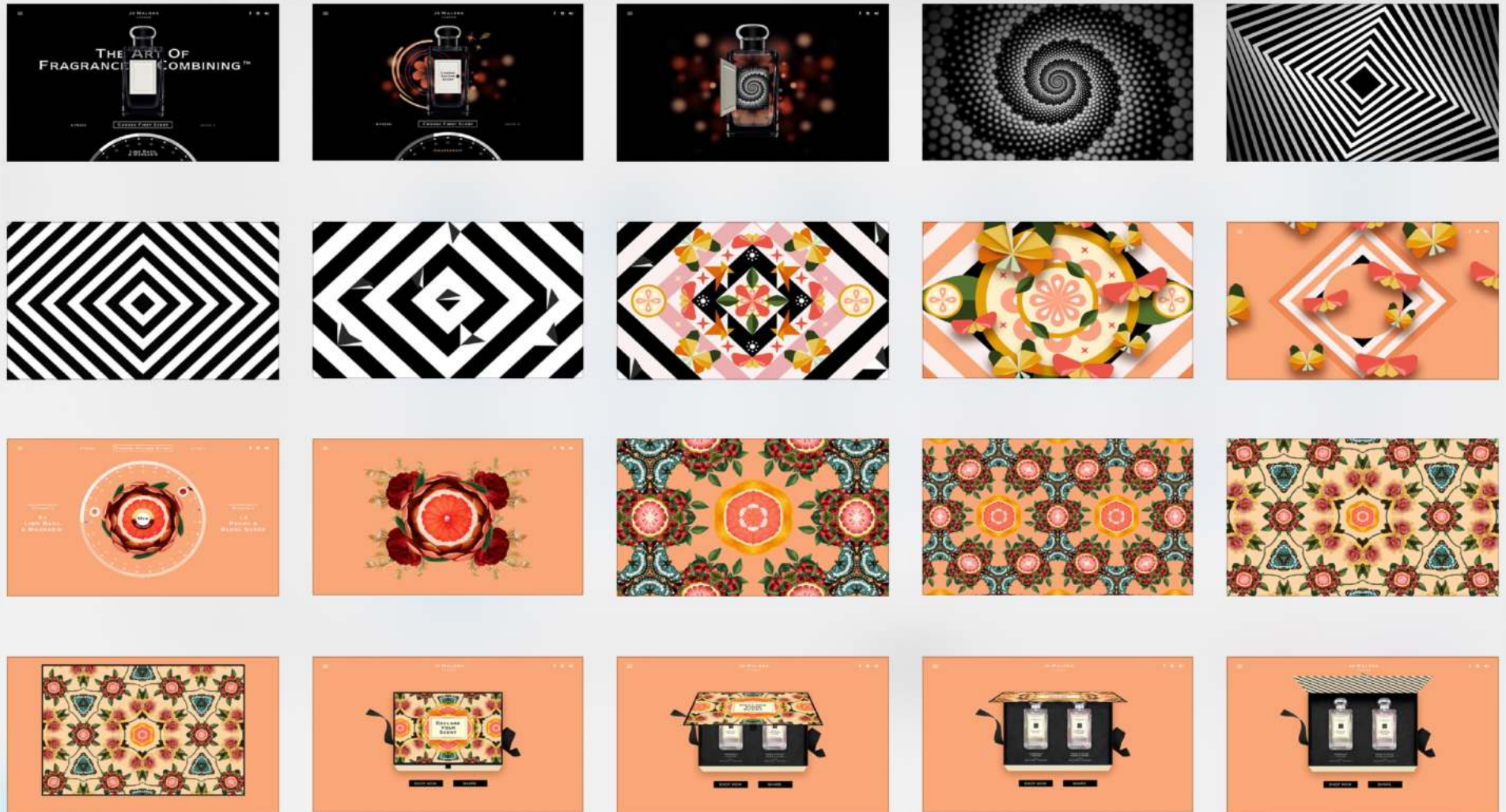
J O M A L O N E
L O N D O N

Art direction
Agency : Orchid Creation
Client : Jo Malone
Year : 2018



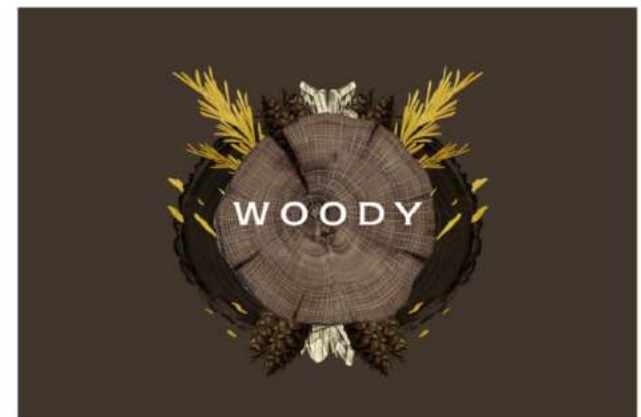
ART DIRECTION

Complete storyboard for Web intro



ART DIRECTION

KV & Prints



Art direction

Agency : Orchid Creation

Client : Jo Malone

Year : 2018

MOTION
ART DIRECTION

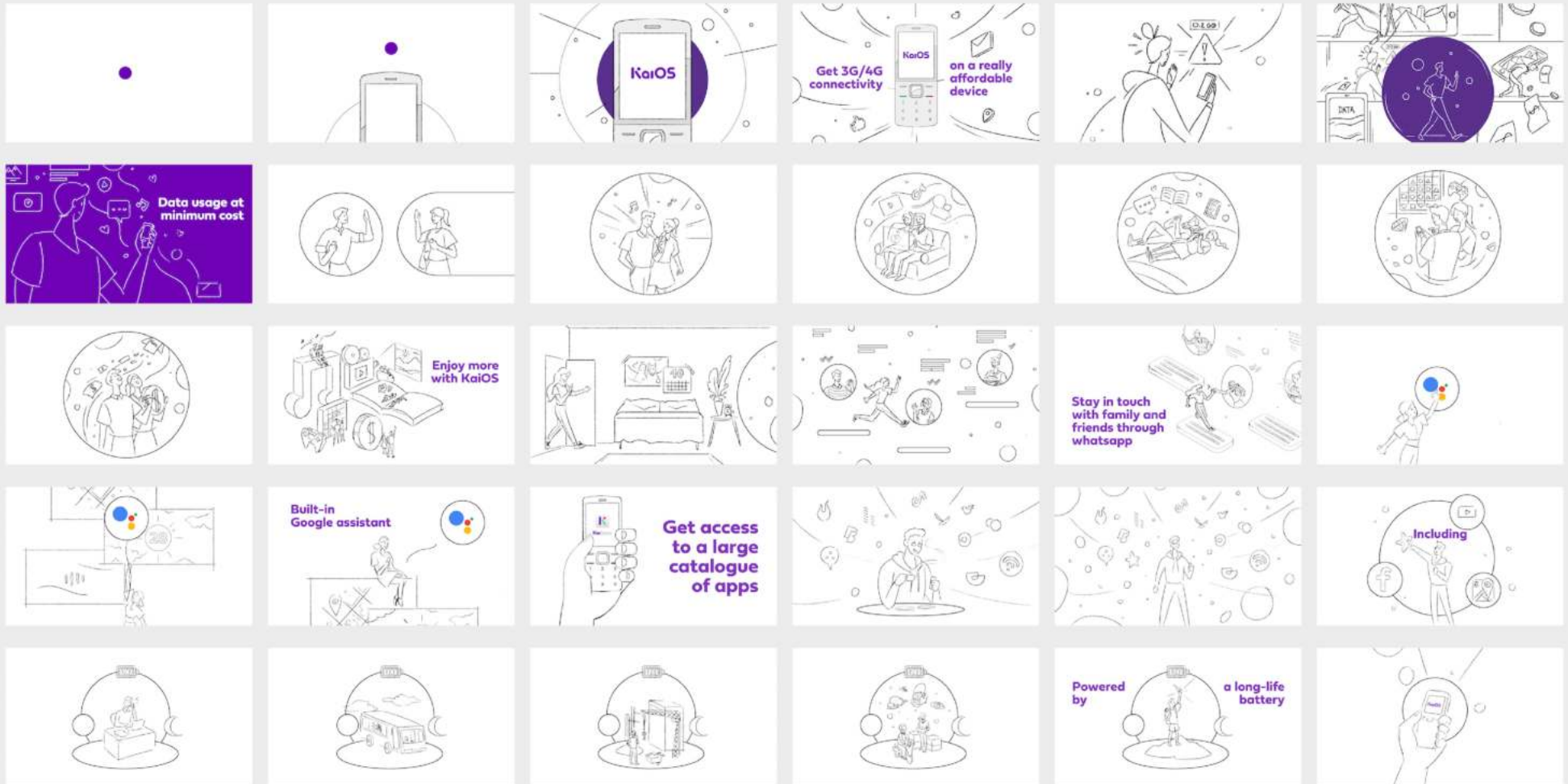
KaiOS

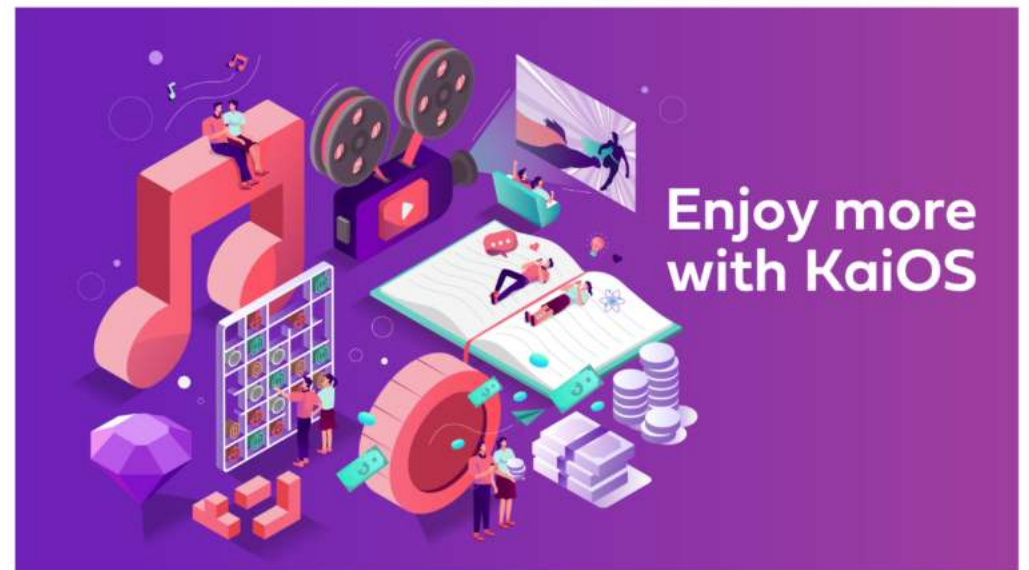
Motion Graphic
Agency : Orchid Creation
Client : KaiOS
Year : 2019

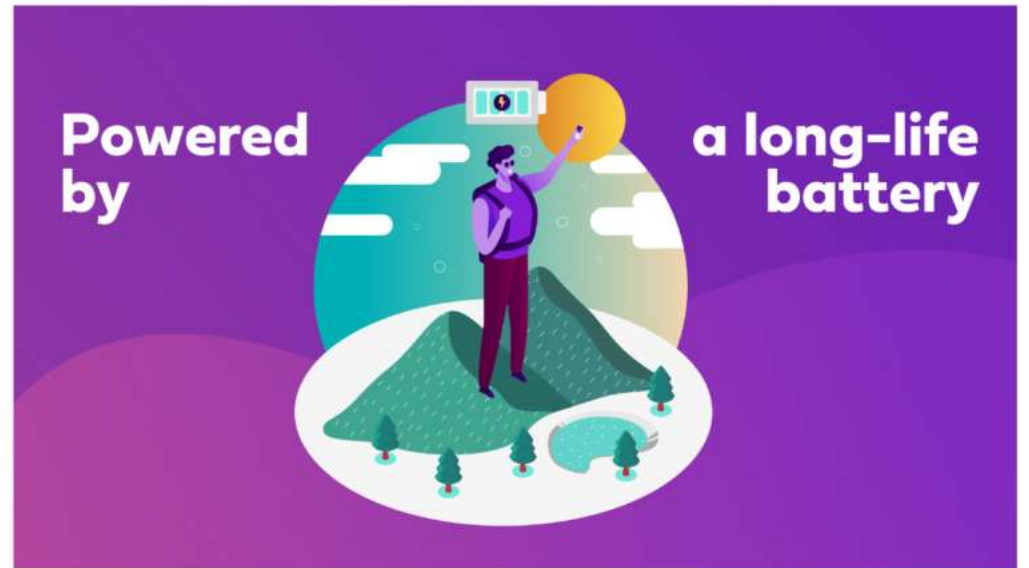
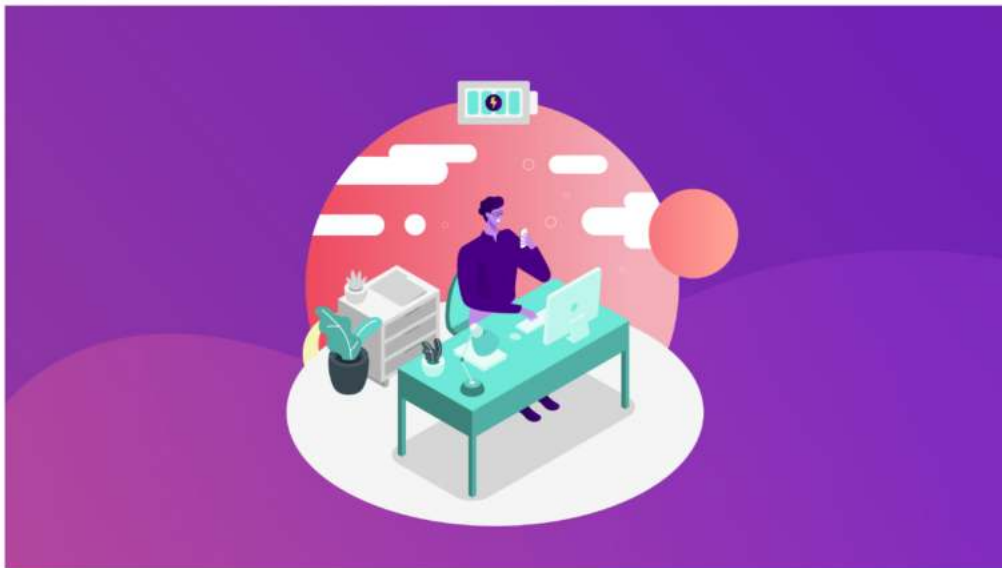


ART DIRECTION

Complete storyboard design









THANK
YOU